Culinary Edge

Spring 2010
Volume 47

Hacienda De Don Manuel
The Authentic Taste of Mexico in Suffern, NY

Museum Restaurant at the Philadelphia Museum of Art
Executive Chef Nuñez creates Culinary Masterpieces

Buffet Presentations
The Culinary Institute of America Explores Concepts, Pricing and More

Burger Mania
by Executive Chef Robert Conti

A Publication of
PERFORMANCE FOODSERVICE - AFI
800-275-9500 www.pfgafi.com

Pizza Dough Ball
Bonici 958717 .....18/26 oz

Applewood Smoked Bacon
Tyson 261922.....1/20 lb

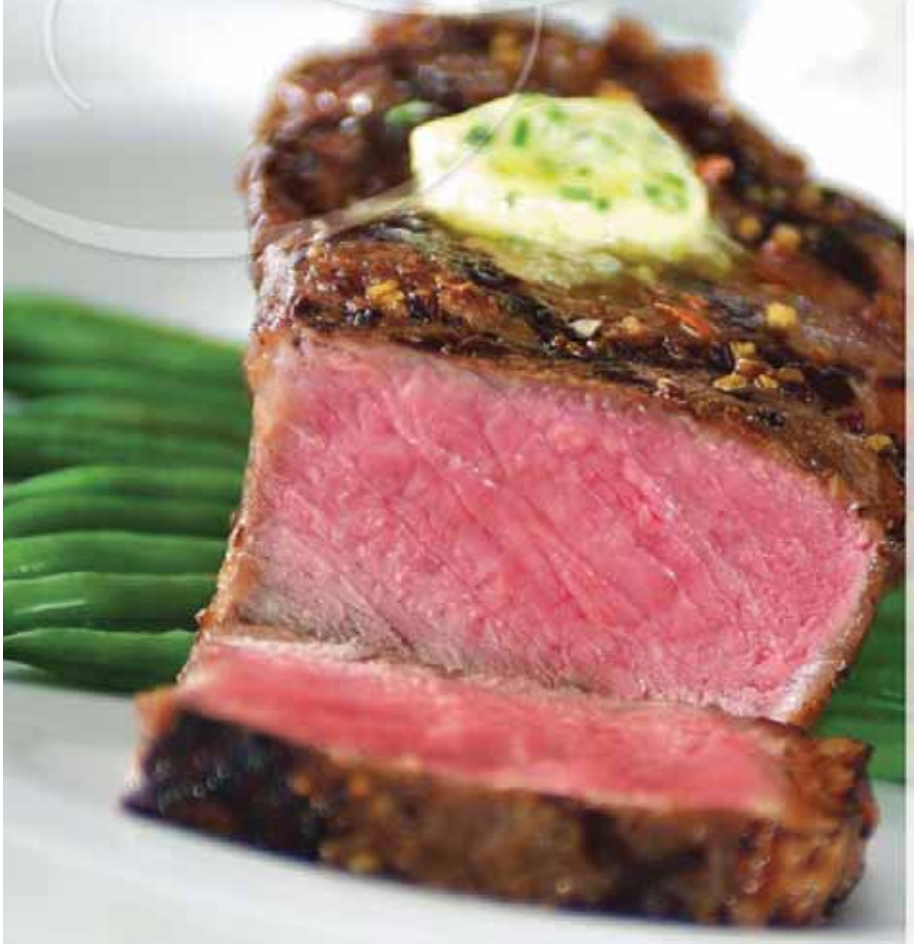
Raw Sheeted Dough - 7”
Bonici 973280.....1/48 ct

Chicken Breast Strips with Grill Marks
Fully cooked, boneless, skinless, for fajitas
Tyson 32786.....2/5 lb

973280	**Bonici**	**Raw Sheeted Dough - 7”**	**1/48 ct**
958717	**Bonici**	**Pizza Dough Ball**	**18/26 oz**
76875	Nuccio	Medium Sliced Pepperoni	2/5 lb
246460	Bonici	Italian Style Sausage Topping - fully cooked	2/5 lb
261922	**Tyson**	**Applewood Smoked Bacon**	**1/20 lb**
31484	Tyson	Bits O’Bacon	6/1 lb
243851	Tyson	Boneless Wing Stinger	2/5 lb
32786	**Tyson**	**Chicken Breast Strips with Grill Marks - fully cooked, boneless, skinless, for fajitas**	**2/5 lb**
896915	Tyson	Smoked Pulled (Shredded) Pork - fully cooked	3/4 lb

SAVOR

the perfect steak.



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ASIAN CU

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Peeled and Sliced
Water Chestnuts
44366.....6/#10

Sesame
Tahini Paste
29318.....12/2 lb

Garlic Chili Sauce
871177.....24/6.7oz

Sliced
Bamboo Shoots
2484.....6/#10

Shoga Sushi Ginger
60360.....12/16 oz

Thai Style Sweet
Chili Sauce
87198.....6/2 Litre

Hoisin Sauce
54382.....6/5 lb

Oyster Sauce
no MSG
28973.....6/64 oz

Sriracha Chili Sauce
squeeze bottle
982481.....12/17 oz

ISINE

Orange Ginger
Fusion Sauce
894795.....2/1 gal

Sticky Pad
Thai Noodles
72320.....30/14 oz

Griddle Baked
Fortune Cookies
Individually wrapped
228952.....350/.25 oz

***895704**	**Crystalized Ginger - sliced**	**96/3 oz**
***972764**	**Natural Sushi Ginger**	**12/16 oz**
60360	Shoga Sushi Ginger	12/16 oz
***248414**	**Shoga Sushi Ginger**	**24/8 oz**
34469	Whole Spiced Ginger In Heavy Syrup	12/9.5 oz
***850066**	**Dried Shiitake Mushrooms**	**1/12 oz**
35594	Peeled Whole Straw Mushrooms	6/#10
***72300**	**Bean Thread Cellophane Noodles**	**50/8.8 oz**
***996566**	**Organic Buckwheat Soba Noodles**	**30/12.8 oz**
***960780**	**Organic Noodles**	**30/12.8 oz**
***878295**	**Ramen Chicken Noodles**	**90/3.05 oz**
72320	Sticky Pad Thai Noodles	30/14 oz
***73910**	**Ginger Oil**	**24/6.2 oz**
***928532**	**Hot Chili Oil**	**48/6.2 oz**
59809	Pure Sesame Oil	10/3.5 pt
875265	Pure Sesame Oil	2/3.5 pt
32298	Pure Sesame Oil	4/1 gal
***87230**	**Red Curry Paste**	**24/6.8 oz**
***969246**	**Yellow Curry Paste**	**24/6.8 oz**
29318	Sesame Tahini Paste	12/2 lb
***888423**	**Fushion Shanghai Stir Fry Sauce**	**2/1 gal**
***887952**	**Fusion Red Thai Sauce**	**2/1 gal**
***883884**	**Fusion Szechuan Sauce**	**2/1 gal**
871177	Garlic Chili Sauce	24/6.7 oz
54382	Hoisin Sauce	6/5 lb
894795	Orange Ginger Fusion Sauce	2/1 gal
28973	Oyster Sauce - no MSG	6/64 oz
949364	Oyster Sauce 6/64 Oz	1/64 oz
66195	Plum Sauce - no MSG	6/5 lb
***874930**	**Satay Salsa Fusion Sauce**	**2/1 gal**
***883269**	**Spicy Black Bean Sauce - no MSG**	**6/2 lt**
***895581**	**Sriracha Chili Sauce**	**2/1 gal**
982481	Sriracha Sauce - squeeze bottle	12/17 oz
***2206**	**Sweet & Sour Duck Sauce**	**4/1 gal**
***894791**	**Teriyaki Fusion Sauce**	**2/1 gal**
***87430**	**Thai Fish Sauce**	**12/17.9 oz**
87198	Thai Style Sweet Chili Sauce	6/2 lt
***967346**	**Wasabi Finishing Sauce**	**6/12 oz**
***873650**	**Plum Flavored Sesame Seed**	**12/100 gm**
***873651**	**Soy Sauce Flavored Sesame Seed**	**12/100 gm**
***873652**	**Wasabi Sesame Seed**	**12/100 gm**
***43066**	**Wasabi Sesame Seed**	**6/1 lb**
918264	Baby Cut Corn	1/#10
66169	Coconut Milk	24/14 oz
228952	Griddle Baked Fortune Cookies - individually wrapped	350/.25 oz
***59773**	**Lychees in Heavy Syrup**	**24/20 oz**
***968083**	**Nori Dried Seaweed Sheets**	**50/1 oz**
44366	Peeled and Sliced Water Chestnuts	6/#10
***979575**	**Saffron Risotto**	**60/.25 gm**
61510	Seasoned Rice Wine Vinegar	4/1 gal
2484	Sliced Bamboo Shoots	6/#10
***895713**	**Sliced Lemon Grass**	**12/7 oz**

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Sample the Savings

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Performance Foodservice has designed a number of signature brands that are not only top quality and unique, but are also priced at a level that brings tremendous **VALUE** to you.

There are literally thousands of items, but I would like to discuss just a few today. These items will not only save you money, but will also deliver the quality and consistency that you need to serve your customers each and every day.

One of the most widely known brands and highest quality products is Hellmann's Mayonnaise. Many of us grew up with this great product, and they have grown such a huge retail branded presence that it is almost impossible to compete with its' reputation for quality and consistency. With such a recognizable branded presence, a similarly recognizable high price also accompanies this item. Performance Foodservice-AFI carries a product that I defy you to tell the difference between. The product tastes almost identical and has a better yield. The price **runs around 25%** less than its' widely known competitor. This product is named **West Creek Whole Egg Mayonnaise (#211240)** and I believe it performs better in salads and holds up better in a Bain Marie. The best test is to make 2 batches of tuna salad the way you always do, blind sample both salads to your staff and customers, and check the results. You will find there is very little difference (if any) and you will save big bucks. You may even have some fun in the process of getting your customers involved.

Another great item is Whirl Liquid Butter Substitute. This item seems to be in every diner and breakfast restaurant in our area. This product has great flavor and consistency.

It has also built a wonderful reputation that has allowed it to garner a healthy price tag. Whirl is packed in a 3/1 gallon case which is unique for our industry. Our match for this item is **Brilliance Buttery Flavored substitute (#875041)**. It is Trans Fat Free and is **packed 4/1 gallons**. This case price will run a few dollars higher, but the yield will **save you approximately 20%** of the Whirl product due to the extra gallon. Again the proof is in the way the product performs, and I encourage you to try this item today.

Another item that I love is our **West Creek Euro Solid Butter Blend (#201508).** This is a **high quality** blend that many of our customers use in place of regular butter. It is packed 36/1 lb and tastes very close to regular butter. It is an item that does not fluctuate in price very much throughout the year and will **save you approximately 30%**.

These are just a few of the thousands of unique items Performance Foodservice-AFI has available for you to try. I encourage you to ask your sales rep for a sample. I would love to hear from you to get your opinions.

For those of you who joined us at our Spring Manufacturers' Show, I thank you. I hope it provided you with ideas and inspiration. If nothing else, I hope you had as much fun as I did. Thank you again, we really appreciate your business and hope you have a profitable Spring Season!

Sincerely,

Mike Irwin
Executive Vice President
908-436-3878 direct line

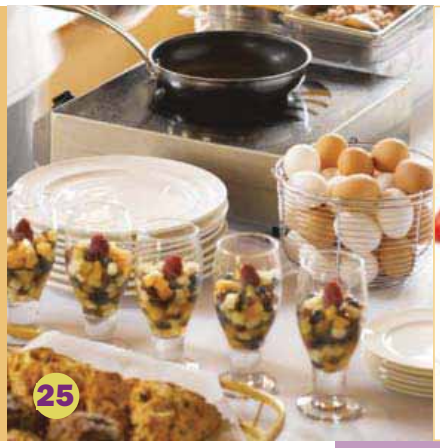
Hacienda De Don Manuel • 11
The Authentic Taste of Mexico in Suffern, NY

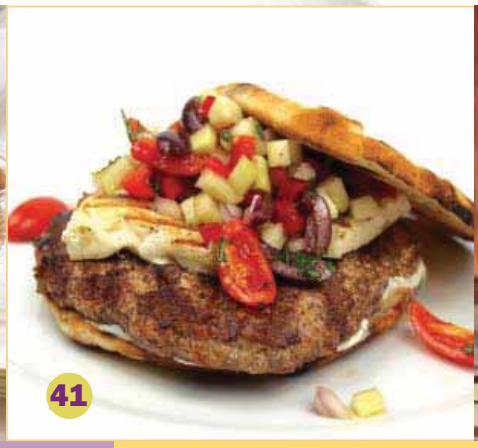
Museum Restaurant at the Philadelphia Museum of Art • 15
Executive Chef Nuñez creates Culinary Masterpieces

Buffet Presentations • 24
The Culinary Institute of America Explores Concepts, Pricing and More

Burger Mania • 40
by Executive Chef Robert Conti

On the Cover:
Try our Edible Flowers Variety Pack with pansies, carnations, orchids & snap dragons (48 hour notice) #323199 and Edible Orchids #61537.





Contents

A Message from Michael Irwin 6
American Culinary Federation – Chef Certification 20
Chef's Picks by Executive Chef Robert Conti 47
Guest Chef - CAB Corporate Chef Scott Popovic 51
Guide to Advertisers 9
In the News – Manufacturers' Conference 75
Meet Our Associates 72
New Jersey Restaurant Association 31

Features

Beef as Tender as a Mother's Love by Certified Angus Beef® 28
Contamination via Latex Gloves 67
Exploding the Myth by Sam Roselli 69
Secrets of the Chains by Sam Roselli 54
Slow Down & Smell the Cleaner Air by Krisztina Vida 36
Technology Improvements to Help You Manage Your Business by Audrey Nash 61

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Have you or a member of your staff received an award or been recognized for an outstanding service? If so, please share your good news with us and possibly be featured in our magazine! E-mail Jennifer Curia at jcuria@pfgc.com with your stories.

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Guide to Advertisers

Culinary Edge

	Page #
AEP - Foodservice Bags, Film & Liners	26
American Roland - Asian Cuisine	4
B&G - Pickles & Peppers	44
Barber - Portion Control Chicken	52
Barilla - Pasta	56
Brilliance - Oils	**80**
Buona Vita - Meatballs	50
Calavo - Avocados & Guacamole	53
Catelli - Lamb & Veal	30
Certified Angus Beef®	**3**
Clement Pappas - Juices	78
Conagra - Rebate Offer	18
David's Cookies - Cookies & Cookie Pies	23
Dr Praegers - Tilapia Fish	59
Dr Praegers - Veggie Burger	49
Farmland - Mail-In Coupon	45
First Mark - Cleaning Products	**68**
First Mark - Foodservice Bags, Film & Liners	**26**
First Mark - Napkins, Tablecloths, Tissues & Towels	**74**
Fishery - Beer Battered Fish & More	35
Flowers - European Bakers Breads	65
Frito Lay - Bulk Sun Chips	27
Golden Krust - Beef & Vegetable Patties	77
Heritage Oven - Cookies	**60**
JB Marshall - Coffees	**71**
Kettle Cuisine - Soups, Chowders, Bisques, Chilis & Stews	48
Kraft - Coffee & Chocolate	57
Kraft - Snacks	62
Land O Lakes - Portion Cup Butter Spread	64
Nonni's - Biscotti Biscuits	63
Old Fashioned - Blinz, Crepes, Potato Pancakes & Pierogi's	76
Opal Valley - Lamb	39
Otis Spunkmeyer - Cookies & Muffins	70
Pepperidge Farm - Cookies & Goldfish Crackers	79
Pepsico - Miss Vickie's Chips	22
Piancone - Dressings	**10**
Roma - Cannoli's & Italian Specialty Desserts	**66**
San Rallo - Italian Specialties	32
SCA - Napkins, Tablecloths, Tissues & Towels	74
Sugar Foods - Burger & Salad Toppers	43
Sweet Streets - Cupcakes & Pipeable Mousse	58
TMI - Asian Appetizers	34
Tyson - Bacon, Chicken, Pizza Dough & Toppings	2
West Creek - Appetizers	**38**
White Toque - Specialty Mustards, Honey & Preserves	46

Long Island Spring Food Show

Lessings Show 2010

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Creamy Gorgonzola 258769	Classic aged Italian blue cheese has a distinct and obsessive flavor of which you can't get enough. Our Creamy Gorgonzola dressing is thick, creamy and full of cheese chunks. It becomes amazing on anything: salads, sandwiches, burgers, pasta, vegetables, fruit, pizza, and popcorn.
Gorgonzola Vinaigrette 258779	A delightful salad dressing blend of olive oil, red wine vinegar, and chunks of classic Gorgonzola cheese. Our vinaigrette is flavored with garlic, onion, and many of the traditional herbs and spices of Italian cuisine.
Quattro Formaggio 258791	Four Italian cheeses, (Parmesan, Feta, Romano, and Gorgonzola) are added to a tangy separating Italian dressing base seasoned with garlic, red pepper, and other additional herbs. Full of flavor and the cheeses of Italy, this unique offering is on course to becoming a classic Italian salad dressing.
Chianti & Basil Vinaigrette 258782	Bellissimo! The beautiful and authentic flavors of Italy are combined in this unique and flavorful salad dressing. You will taste the subtle smooth and sweet flavor notes of Italian Chianti wine and the hint of tartness from red wine vinegar. The dressing is seasoned with Italian sweet basil and additional herbs and spices, then drizzled with a favorite olive oil. Some may call it "Italy in a bottle".
Mediterranean Feta 258792	Present a unique alternative to the traditional Greek salad with a drizzle of Mediterranean Feta. We start with a creamy Italian dressing seasoned with a subtle bundle of Mediterranean herbs and add the distinct flavors of black olive and feta. This dressing is sure to please your most discerning customer.
Roasted Red Pepper & Garlic 258793	A creamy dressing loaded with garlic, herbs and spices – enhanced with the robust flavor of roasted red peppers and horseradish. Try it on a roast beef sandwich for an assertive yet unexpected twist on the traditional horseradish sauce.
Roasted Garlic Parmesan 258781	The distinct flavor of delicately slow roasted garlic lingers within a creamy buttermilk and sour cream flavored background that is enhanced with aged and grated Parmesan cheese. Truly the garlic lover's favorite!
Parmesan & Romano Peppercorn 258796	Offer customers the traditional made- from-scratch flavor of Old World Parmesan Romano Peppercorn dressing. This distinctive blend of fresh buttermilk, grated Parmesan and two types of cracked black peppercorns offers a premium taste that is sure to please.

HACIENDA DE DON MANUEL
Authentic Mexican Cuisine

Serving Up Scrumptious Home-Style Meals in a Picturesque Setting

Owners Jesus & Edelweis Sanchez

Many of the guests at the Hacienda De Don Manuel are regulars who are drawn to this 120-seat casual restaurant not only for its authentic Mexican cuisine, but also for its lively and family-inspired artwork and atmosphere.

Brothers Jesus and Jose Sanchez opened the Hacienda De Don Manuel 12 years ago in the village of Suffern, NY, and named it to honor their father, the patriarch of their family of eight children. Jesus' wife Edelweis is the artist who painted the six bright murals decorating the Hacienda, with pictures of family, food and Mexican scenery.

Bistec Tampiquena
Certified Angus Beef® New York Strip with
chipotle sauce and mole poblano enchiladas

"My mother and grandmother were great cooks," says Jesus Sanchez adding that many of the recipes used at the Hacienda can be traced back to the family's home town of Quitupan Jalisco located in Central Mexico. The menu reads like one of the big pot luck Sunday dinners Mexican families enjoy spiced up with jalapenos, a variety of chili peppers, chipotle, paprika and many other fresh spices and ingredients.

Bistec Tampiquena (NY strip steak with chipotle sauce and mole poblano enchiladas), Camarones ala Diabla (deviled shrimp), and Queso Fundido (pork served with tortilla) are only a few of the dishes that bring the authentic flavors of our Southern neighbors to the tables at the Hacienda.

All eight Sanchez sisters and brothers are involved with the food business one way or another, six of them working at restaurants, one of them running a bagel shop, and the only sister still living in Mexico making cheese.

And what does the future hold for Jesus and Jose? They are embarking on a project to expand the outdoor dining space at the Hacienda surely to the delight of their loyal patrons.

Hacienda De Don Manuel
Authentic Mexican Cuisine

72 Lafayette Avenue
Suffern, NY 10901
For Take Out, Parties, and Catered Affairs,
call 845.369.1633

Owners: Jesus & Edelweis Sanchez
PFG-AFI: John Gentile, Area Manager

Owner
Jesus Sanchez &
PFG-AFI
Area Manager
John Gentile

desserts

Chiles Rellenos

Pablano peppers coated in a light egg batter stuffed with chicken, beef or chicken, topped with tomato sauce

Camarones a la Diabla

Deviled Shrimp with chipotle sauce

Queso Fundido

Melted cheese fondue with pork served with soft tortillas

Burritos

with pork, mushrooms, onions, cheese served with homemade guacamole and sour cream

"Many of the recipes used at the Hacienda can be traced back to the family's home in Mexico", says Jesus Sanchez

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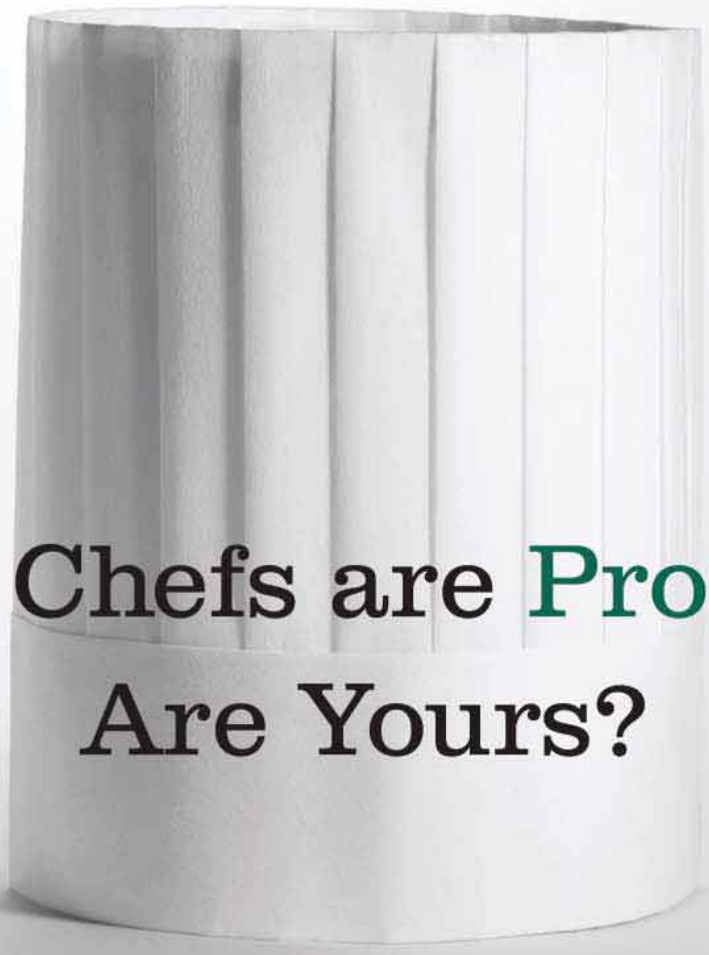

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Chef Creates Culinary Masterpieces

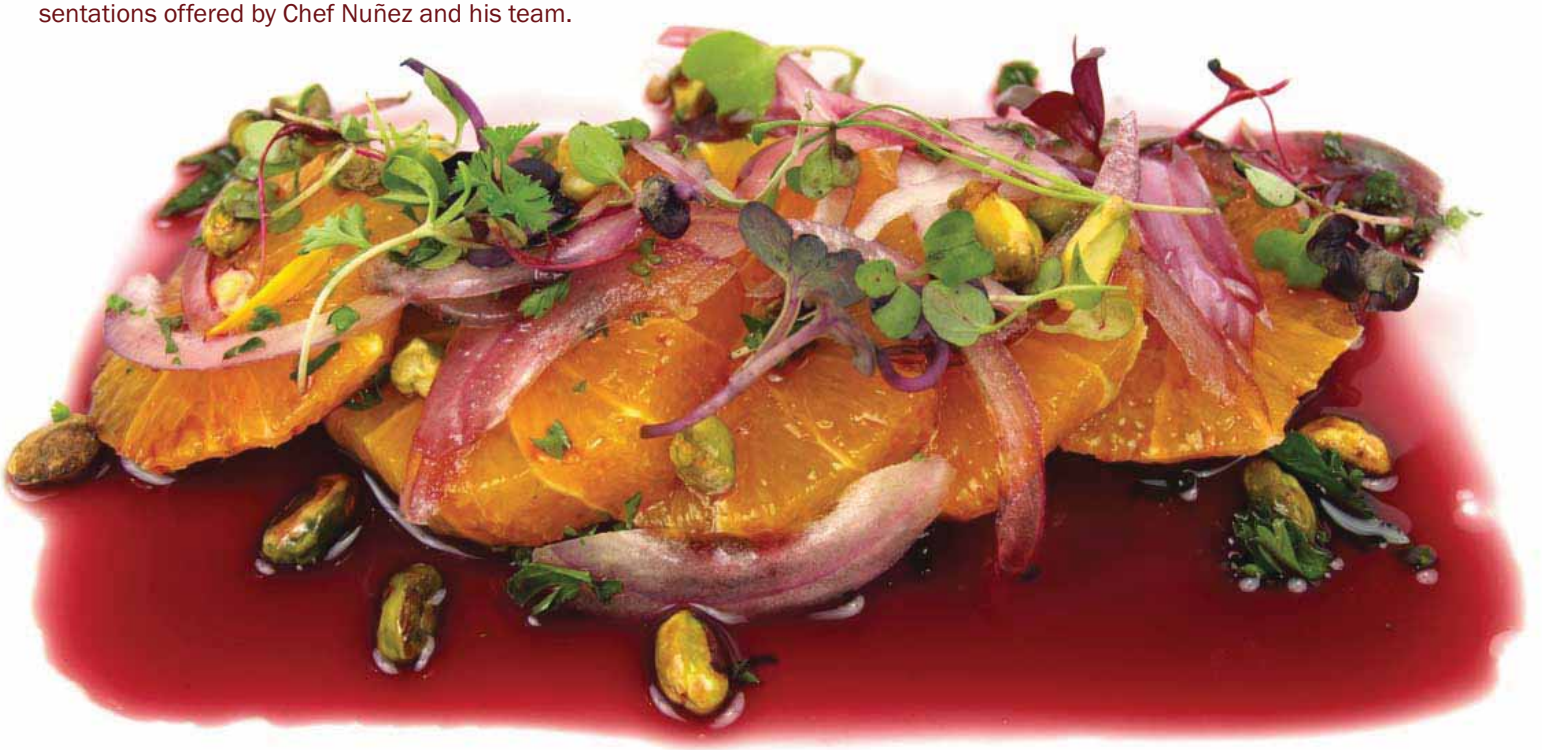
To Enhance the Art Experience for Visitors of the *Philadelphia Art Museum*

Mondays, when the doors are closed to the general public, Chef J. C. Nuñez can have the majestic halls of the Philadelphia Museum of Art all to himself. Surrounded by awe-inspiring paintings and sculpture, ancient artifacts contrasted with the works of modern artists, being enchanted by the beauty of it all is part of his job description. As the chef of the Museum's own restaurant operated by Restaurant Associates, Chef Nuñez draws inspiration from the masterpieces of world-renowned artists to create his own works of art–the culinary kind.

Based in New York City, Restaurant Associates is recognized as the nation's premier hospitality company, servicing more than 100 prestigious dining establishments primarily at museums, performing arts centers, aquariums, corporate locations and educational facilities.

"Food isn't just for the palate, it also has to be appealing to the eye," says Chef Nuñez who is a graduate of the French Culinary Institute with an impressive resume of the trendiest restaurants and most respected arts institutions in New York and Philadelphia. "Working at the museum really pushes my creativity to new heights."

As one of the country's most prestigious art institutions, the Philadelphia Museum of Art encourages its' patrons to embark on a walk through time that extends two millennia and six continents. A visit to the Zagat-rated Museum Restaurant is designed to be much more than a detour from an exhibit to get a quick bite. It is carefully planned to be an extension of the art experience beyond the galleries—a place where guests can enhance their knowledge of a featured artist and delight in the flavors and presentations offered by Chef Nuñez and his team.



Orange and Red Onion Salad *Cinnamon-marinated Valencia oranges, roasted pistachio, red wine anise syrup*

Each new exhibit is an occasion for Chef Nuñez to create a menu that corresponds to the artist whose work is being displayed. So when Cezanne's far-reaching influence was explored last year with a special exhibit, the plump peaches, pears and apples from his widely recognized still life paintings served as the culinary muse for special French dishes on the restaurant's menu.

Similarly, with the current Picasso exhibit that runs through April 25, 2010, Chef Nuñez set out to complement the art experience for his guests by crafting Spanish-inspired dishes with a hint of cubism. For starters, try the Cubist Martini, with colorful cubes of jello floating in your cocktail.

Riz a la Velencienne, the first item on the Picasso menu for example, was introduced to Picasso by his mistress Fernande Olivier, and it quickly became a favorite dish of his. With minor modifications to the original recipe, guests can taste on the artist's much loved dish a few hundred feet away from his glorious work.

When you order the Gazpacho Salad, you'll be delighted to discover Chef Nuñez' own artistry in the unique reinterpretation of a dish created from ingredients traditionally used for a refreshing cold soup of finely chopped tomatoes, peppers, and cucumbers.

"I like surprising my guests," he says. "So I used the classic ingredients of gazpacho to create the dressing for the salad of field greens, garlic croutons and roasted chicken, and wrapped it up with a thin slice of cucumber."

Cubist Martini *with floating jello cubes*

Restaurant Associates
DELIVERING HOSPITALITY EXCELLENCE TO PREMIER CLIENTS

Gazpacho Salad *Roasted chicken, field greens, cucumbers, peppers, garlic croutons, tomato-sherry vinaigrette*

Bocadillo de Jamón *(Pressed Sandwich) Tomato marmalade, manchego cheese, green bean salad*

On the dessert menu you will find a Caramel Apple that honors Picasso's home country with a stunning apple chip shaped like a rose conjuring up images of Latin dancers with flowing dresses and the flower of love used as their bright hair accessory.

Chef Nuñez also creates menus for the Museum's Wine Dinners, Tea and Doll parties, and various catering events throughout the year with the passion that has been passed down through two generations from his grandfather and father who are both culinary veterans working at Restaurant Associates.

On the dessert menu you will find a Caramel Apple that honors Picasso's home country with a stunning apple chip shaped like a rose

Caramel Apple *Torrijas, quince paste, roasted apples, caramel apple cider sauce*

Sirloin of Beef *Confit of piquillo peppers, patatas bravas, gorgonzola cheese*

Executive Chef Nuñez *lives in Warminster, PA, and is the proud father of three young sons, Lucas, Logan and Dylan.*

(l to r) Sam Roselli, J.C. Nuñez and Heather Ratkowiak

MUSEUM RESTAURANT

at the Philadelphia Museum of Art

Benjamin Franklin Pkwy and 26th St
Philadelphia, PA 19130
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J. C. Nuñez.....Executive Chef
Heather Ratkowiak.....Pastry Chef
Sam Roselli .....Performance Foodservice – AFI, Account Manager

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_____	x	_____	=	_____
_____	x	_____	=	_____
_____	x	_____	=	_____

Total Rebate Allowance = $ _____
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ConAgra Foodservice
P.O. Box 2025 – FS-1564W
Brownsdale, MN 55918
1-800-357-6543

Must be postmarked by 6/30/10

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Your Name_____

Street Address_____

City_____ State_____ ZIP_____

Business Phone ( )_____ Fax ( )_____

E-mail_____
By providing an e-mail address, operator gives permission for us to send product and program information via e-mail.

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My foodservice operation can best be described as:

- ❑ Casual Dining
- ❑ Family Dining
- ❑ QSR
- ❑ Recreation/Entertainment
- ❑ Convenience Store
- ❑ Business Dining
- ❑ College or University
- ❑ Vending/OCS
- ❑ Hospital/Long-Term Care
- ❑ K-12 School
- ❑ Bar/Tavern
- ❑ Sandwich/Bakery Café
- ❑ Catering
- ❑ Other (specify) _____

Dayparts served (check all that apply):

- ❑ Breakfast
- ❑ Lunch
- ❑ Dinner
- ❑ Snacks/Takeout

Number of Units:_____

Seasonal Operation: ❑ Yes ❑ No Seasonal Period:_____

ConAgra Foodservice
From morning rush to close®

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FS-1564W 9/09

SOLID GOLD SKUs

Category	Product Type	Brand	SKU	Product Description	Pack Size
Breakfast	Eggs	Egg Beaters	29000 03169	Frozen Egg Beaters – Carton	12/2 lb.
	Eggs	Egg Beaters	70272 00219	Frozen Egg Beaters Egg Whites – Carton	12/2 lb.
	Eggs	Break O'Morn	29000 03181	Frozen Scrambled Eggs – Cook in Bag	6/5 lb.
	Pan Sprays	PAM	64144 07263	High Yield Canola Pan Spray	6/17 oz. cans
	Pan Sprays	PAM	64144 07264	High Heat Pan Spray	6/17 oz. cans
	Pan Sprays	PAM	64144 07267	Buttercoat Pan Spray	6/17 oz. cans
	Pan Sprays	PAM	64144 63111	Saute & Grill Spray	6/17 oz. cans
	Butter Alternatives	Weiseon	27000 73230	Move Over Butter, Sodium Free	3/1 gal. jugs
	Butter Alternatives	Weiseon	27000 73730	Move Over Butter	3/1 gal. jugs
Frozen Entrées	Frozen Entrées	Healthy Choice	94643 41704	Five Cheese Lasagna	4/96 oz.
	Frozen Entrées	Healthy Choice	94643 41676	Macaroni & Cheese	4/72 oz.
	Frozen Entrées	Healthy Choice	94643 41674	Lasagna with Meat Sauce	4/96 oz.
	Frozen Entrées	Healthy Choice	94643 41669	Salisbury Steak	4/83 oz.
	Frozen Entrées	Healthy Choice	94643 41667	Beef Sirloin Tips with Portabello Mushrooms	4/96 oz.
	Frozen Entrées	Healthy Choice	94643 41662	Sweet & Sour Chicken	4/72 oz.
	Frozen Entrées	Healthy Choice	94643 41685	Vegetable Lasagna	4/96 oz.
	Frozen Entrées	Healthy Choice	94643 41671	Beef Pepper Steak	4/72 oz.
	Frozen Entrées	Healthy Choice	94643 41666	Hearty Beef Stew	4/72 oz.
	Frozen Entrées	Healthy Choice	94643 41670	Stuffed Cabbage Rolls – 12 per tray	4/96 oz.
	Frozen Entrées	Award Cuisine	94643 40443	Chicken Pot Pie	12/10 oz.
School Items	Hand Held	The Max	77387 12646	Whole Grain Chili Cheese MaxWrap, Bulk, 4.8 oz	1/60 ct.
	Hand Held	The Max	77387 12657	MaxSnax Totally Taco, 3 pieces, 4.09 oz	1/288 ct.
	Hand Held	The Max	77387 12685	Whole Grain Mozzarella MaxStix, 1.93 oz	1/192 ct.
	Hand Held	The Max	77387 12700	Whole Grain Pizza Quesadilla, Chicken, 5 oz.	1/96 ct.
	Breakfast	The Max	94643 04442	Whole Grain Pancakes with Cinnamon, 2 pieces, 1.5 oz	1/60 ct.
Tomatoes & Sauces	Tomatoes	Angela Mia	27000 37854	Diced Tomatoes in Juice 6/#10 cans	6/102.5 oz.
	Tomatoes	Angela Mia	27000 37861	Chopped Tomatoes 6/#10 cans	6/102 oz.
	Tomatoes	Angela Mia	27000 38064	Crushed Tomatoes 6/#10 cans	6/102 oz.
	Tomatoes	Angela Mia	27000 38069	Fire Roasted Tomatoes 6/#10 cans	6/102 oz.
	Sauces	Angela Mia	27000 42201	Spaghetti Sauce 6/#10 cans	6/104 oz.
	Sauces	Angela Mia	27000 39125	Marinara Sauce 6/#10 cans	6/104 oz.
	Sauces	Angela Mia	27000 38866	Fully Prepared Pizza Sauce 6/#10 cans	6/104 oz.
	Sauces	Angela Mia	27000 39185	Bella Romana Pasta Sauce 6/#10 cans	6/105 oz.
	Salsa	Rosarita	44300 10688	Green Chile Tomato Salsa	4/1 gal. jugs
	Salsa	Rosarita	44300 10689	Thick 'N' Chunky Salsa	4/1 gal. jugs
Beans & Canned Entrées	Beans	Ranch Style	46900 00116	Texas Style Beans 6/#10 cans	6/108 oz.
	Beans	Rosarita	44300 10641	Original Refried Beans 6/#10 cans	6/112 oz.
	Beans	Ranch Style	46900 73179	Black Beans 6/#10 cans	6/108 oz.
	Canned Entrées	Libby's	39000 03128	Old Fashioned Sausage Gravy 6/#10 cans	6/106 oz.
Desserts & Dessert Enhancers	Hot Chocolate	Swiss Miss	15700 07280	Regular Hot Chocolate – Envelopes	6/50 ct.
	Hot Chocolate	Swiss Miss	15700 07285	Regular Hot Chocolate with Marshmallows – Envelopes	6/50 ct.
	Hot Chocolate	Swiss Miss	15700 05584	No Sugar Added Hot Chocolate – Envelopes	6/24 ct.
	Toppings	J. Hungerford Smith	27000 22000	Mellocream® Fudge	6/96 oz.
	Toppings	J. Hungerford Smith	27000 11800	Strawberry RTU Fruit Topping	3/115 oz.
	Toppings	J. Hungerford Smith	27000 22420	Caramel RTU Topping	6/46 oz.
	Toppings	J. Hungerford Smith	27000 22800	Fulflavor® Chocolate Fountain & Shake Syrup	6/96 oz.
	Toppings	J. Hungerford Smith	27000 22070	Old Fashioned Fudge	6/96 oz.
	Toppings	J. Hungerford Smith	27000 12240	Chocolate Waffle Cone & Enrober Coating	3/96 oz.
	Pudding	Snack Pack	27000 55418	Chocolate Pudding	12-4/3.5 oz. cups
	Pudding	Snack Pack	27000 55419	Vanilla Pudding	12-4/3.5 oz. cups
	Pudding	Snack Pack	27000 55413	Fat Free Chocolate Pudding	12-4/3.5 oz. cups
	Pudding	Snack Pack	27000 55402	Fat Free Vanilla Pudding	12-4/3.5 oz. cups

Please see all current and upcoming promotions and rebates under marketing tools on conagrafoodservice.com

American Culinary Federation

CERTIFICATION

A Mark of Accomplishment

By Alina Cooper, Certification Manager

Certified Executive Pastry Chef® (CEPC®) practical exam candidate Lorraine Howard, of Omaha, Neb., finishes composing the cold plated dessert portion of the practical exam in July.

How can a chef stand out from the competition in this fast-paced and competitive restaurant and foodservice industry? Industry certification can set you apart in a competitive marketplace. Cooks, chefs, employers and even consumers are taking additional steps to ensure they are hiring or working with the most skilled and knowledgeable chefs in the industry. It is through such professional certification programs as the American Culinary Federation's (ACF) that culinarians can demonstrate their skills, knowledge and professionalism to the foodservice industry.

ACF began certifying chefs in 1977 and currently has nearly 10,000 certified chefs. Many industry certifications are only offered to those who have mastered a particular skill or reached the top of their field. ACF, however, offers 14 different levels of certification, which are tiered to offer a professional certification at each step of one's career. As you increase your culinary experience, you'll discover a certification level that can objectively measure your increased knowledge and skill—one that will elevate you professionally.

Today's chefs and cooks must continually stay on top of food trends, nutrition standards, food safety, sanitation, food costs and supervision and management techniques. It is through certification that chefs can demonstrate to their employers, peers and guests that they are committed to making professional strides to better themselves and, in turn, offer more value to their organizations.

What are the requirements?

Although backgrounds may be diverse, the certification parameters allow the self-taught chef who grew up in the kitchen the same opportunity for certification as the chef who received a traditional culinary school education. There are four basic requirements for ACF certification, which vary based on the level of certification you are seeking.

1. Document educational background.
2. Document appropriate work experience.
3. Pass a 100-question written exam confirming your culinary knowledge.
4. Pass a hands-on practical exam that demonstrates your culinary skills.

How long is certification valid?

ACF certifications are valid for five years, during which time chefs can earn continuing-education hours (CEH) by attending professional development programs such as conferences, trade shows and educational courses. Professional development programs count toward recertification and help chefs stay current and competitive.

Certification — what's in it for me?

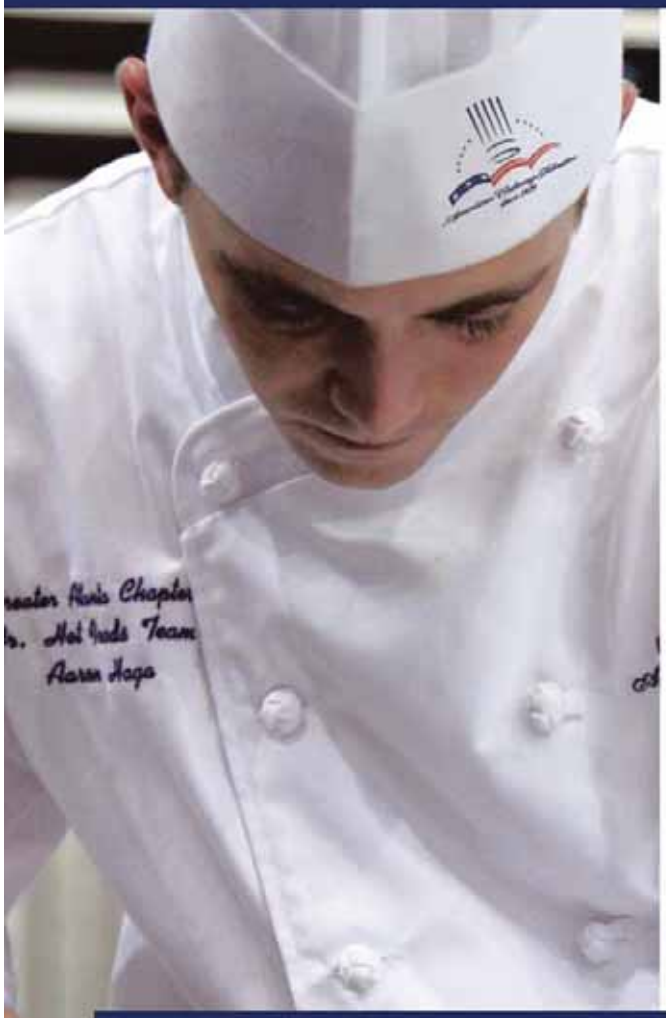
- Show personal pride and increased confidence in job performance.
- Show potential employers professional credibility.
- Validate basic culinary skills and standards.
- Demonstrate culinary excellence and professionalism.
- Differentiate from the competition.
- Add credibility to your experience.
- Give the public confidence that you have the skills, knowledge and training to prepare nutritious food in a safe and sanitary environment.
- Enhance your career opportunities by standing above your competition.

The restaurant and foodservice industry is calling for qualified chefs and cooks. Distinguish yourself from the rest by becoming industry certified. Certification is an investment in your career and your future. Start your way to the top today.

For more information, contact the American Culinary Federation's Certification Department at (800) 624-9458, or visit www.acfchefs.org.

American Culinary Federation
since 1929

WHY CERTIFY?



93%

of ACF certified members report that ***certification is important*** to their culinary career

(2009 ACF Certification Survey)

Certified

executive chefs on average earn ***$10,000 more*** a year than executive chefs not certified

(Readex Research Survey)

97%

of ***ACF certified members*** would ***recommend ACF certification*** to their staff, peers or culinary students

(2009 ACF Certification Survey)

Enhance your Career Opportunities

ACF certification helps build a successful culinary career. Differentiate your skills and add credibility to your experience. Guide your career and add value to organizations with ACF certification.

Certify Today.

Contact ACF at certify@acfchefs.net.

www.acfchefs.org - 1-800-624-9458

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or dorit.shur@fritolay.com for marketing
support and signage.

230074	BBQ	64/1.375 oz
230092	Jalapeno	64/1.375 oz
230072	Regular	64/1.375 oz
263429	**Sea Salt & Cracked Pepper**	**64/1.375 oz**
230091	Sea Salt & Vinegar	64/1.375 oz

Bittersweet Pastries
Outstanding Award Winning Desserts

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MADE WITH Reese's

Cookie Pies

Deep Dish Reese's®
Peanut Butter Cookie Pie - 10"
69425.....2/14 slices
Sink your teeth into a slice of our one of a kind, deep dish cookie pie. This peanut butter and Reese's® creation is a combination of a giant cookie that's over an inch thick and a topping of genuine Reese's® peanut Butter Cups, Reese's® chips and chocolate drizzle to finish it off.

Deep Dish Hershey's®
Chocolate Chip Cookie Pie - 10"
869930.....2/10 inch
This giant deep dish cookie is filled with chocolate chips and topped with huge chunks of chocolate Hershey's® Mini Kisses, and drizzled with chocolate ganache.

Deep Dish Hershey's®
Brownie Cookie Pie - 10"
69724.....2/14 slices
David's has done it again with this enormous, 4 lb deep dish brownie pie. The giant pie is a full 10 inches in diameter and over an inch thick. The chocolate brownie is baked to perfection and topped with real Hershey's® Vanilla Chips & Hershey's® Mini kisses, then drizzled with chocolate ganache. Great served warm and a la Mode.

ALSO TRY !
Deep Dish Rocky
Mountain Mud Slide Cake - 10"
897290.....2/10 inch

David's Cookies

Decadent Cookie Dough

Hershey's® Triple
Chocolate Chunk Cookies
956688.....80/4.5 oz
Decadent to say the least! Chocolate chunk cookie dough generously topped with Hershey's® Kisses, Semi Sweet and Milk Chocolate Chunks.

Reese's®
Peanut Butter
Cup Cookies
925567.....80/4.5 oz
Peanut Butter lovers beware. This oversized cookie is made from broken pieces of real Reese's® peanut butter cups and peanut butter chips.

ALSO TRY!

940092	Chocolate Chip Gourmet Cookie Dough	320/1 oz
77102	Oatmeal Raisin Gourmet Cookie Dough	320/1 oz
77876	Sugar Cookie Dough	320/1 oz
998527	White Chocolate Chip Macadamia Cookie Dough	320/1 oz
999946	Butterscotch Pecan Cookie Dough	213/1.5 oz
996495	Chocolate Chip Gourmet Cookie Dough	213/1.5 oz
996494	Chocolate Chip Pecan Gourmet Cookie Dough	213/1.5 oz
999936	Chocolate Chip with M&M's® Cookie Dough	213/1.5 oz
940037	Chocolate Chunk Classic Cookie Dough	213/1.5 oz
999938	Coconut Pecan Cookie Dough	213/1.5 oz
999789	Double Chocolate Chunk Cookie Dough	213/1.5 oz
996491	Oatmeal Raisin Gourmet Cookie Dough	213/1.5 oz
999747	Orange Cranberry Cookie Dough	213/1.5 oz
964388	Peanut Butter Cookie Dough	213/1.5 oz
996497	Sugar Cookie Dough	213/1.5 oz
999786	White Chocolate Chip and Cherry Cookie Dough	213/1.5 oz
999748	White Chocolate Chip and Cranberry Cookie Dough	213/1.5 oz
996493	White Chocolate Chip Gourmet Cookie Dough	213/1.5 oz
996496	White Chocolate Chip Macadamia Cookie Dough	213/1.5 oz
957529	David's Jumbo Value Cookie	72/4.5 oz
999733	Oatmeal Jumbo Cookie Dough	72/4.5 oz

Buffet Presentation

Buffets are one of the garde manger's most exciting professional challenges. They demand a unique blend of culinary and management skills. The practical aspects of a buffet make them advantageous to virtually any type of operation. The creative challenges and opportunities they open up to the garde manger make them a meaningful way to advance and develop a career.

The work of the garde manger as banquet chef can be divided into four distinct phases.

- The concept or theme is identified so that planning can begin
- The menu, price, and theme are worked out together, culminating in a production plan that makes good culinary and business sense from the menu to the plans for food presentation and service
- Chef prepares plans for the layout and setup of the buffet lines, tables, and platters that are intended to make the buffet attractive and welcoming for the guests as well as efficient and practical for the service staff to replenish
- Actual production and display of the food flows directly from the planning and preparation in the preceding stages

Flexible enough to incorporate new trends—both the foods that you serve and the style of service you offer—buffets are an important aspect of many foodservice operations, no matter what their size or menu. All facets of the foodservice industry have found effective uses for buffets, from fast food outlets, through supermarkets and delis, to family or multi-unit restaurants and fine-dining establishments, as well as corporate and institutional dining.

Concepts and Themes

A buffet may center on a particular meal period, special occasion, holiday, or ethnic presentation. The event's theme is typically the starting point for developing a plan for the buffet itself. Another fundamental decision is a menu that is developed around a theme.

The season, weather, and the guests' comfort and expectations hold together the theme. They have a direct impact upon the specific dishes selected for the buffet as well as the ways they are presented. When a buffet is part of a special event or celebration, the food should set the mood and enhance the occasion without overshadowing the occasion itself.

When the concept or theme is maintained throughout the buffet presentation, guests can easily recognize it as the concept or theme. At each stage of buffet work, from the development of the menu through replenishing the platters during the event, the theme or concept guides you to the best choice for the particular situation.

Buffets are integral to many special events. The event could be a personal or family occasion, such as a wedding, birthday, anniversary, christening, or bar mitzvah. It may depict a seasonal or holiday celebration, such as New Year's Eve, Mother's Day, or Thanksgiving. Cities, states, countries, and continents all can be used as inspiration to develop regional and ethnic menus for a buffet that will highlight a variety of flavors.

Buffets can be part of a fundraiser or a gala, or part of an opening reception for a new business, product, or exhibit at

All facets of the foodservice industry have found effective uses for buffets.

a gallery. Buffets are a part of many meetings, conferences, conventions, and similar corporate events. Buffets that are planned around a special event such as a fundraiser, gala, or wedding are generally planned with the client and must be tailored to their needs and budget.

A featured-concept buffet is designed to attract guests to the restaurant. Examples include Sunday brunches, pasta, or seafood buffets as well as "quick service" breakfast or lunch menus. The chef chooses foods for these buffets that have wide appeal and that work to improve the operation's bottom line. One popular example of a "featured-concept" buffet is the ubiquitous breakfast buffet. Operations that regularly present breakfast bars include hotels, motels, resorts, casinos, and restaurants. A smaller version of a breakfast buffet might include muffins, croissants and Danish, fresh fruit, bagels, toast and jam, coffee, orange juice, and milk and cereal. This type of breakfast buffet, when featured at a hotel or motel, may be included in the price of the hotel stay in order to give the customer a "value-added" experience.

A menu from a more extensive breakfast buffet might include several action stations such as a carving station for hams, roasts, and lox, an omelet station that creates omelets to order, or a crêpe station making filled crêpes. These stations would be in operation where a person is alongside an extensive buffet that would include many breakfast items such as scrambled eggs, bacon, waffles, hash browns, quiche, and the above-mentioned muffins, bagels, toast, and fruit.

For More Information
Please visit ***www.prochef.com*** to learn more about The Culinary Institute of America's professional development programs.

Action Stations

If your buffet plans include action or demonstration stations, select foods for those stations carefully. They should add something more than simply another menu item. Guests enjoy these stations because they see them as a custom experience; foods are made, sliced, or presented to their order as they watch.

Highlight the special talents of your staff as they make crêpes and fill them or carve a steamship round of beef. They are also a good way to foster interaction between the guests and the staff. For example, a cheese display staffed with a knowledgeable attendant is effective not only as far as serving the guests is concerned, but it also increases the chances that the guest will return.

These stations add to the overall cost of the buffet because you have to have one person dedicated to this station and this person must have the skills to execute the preparation on the station. Also, there may be special equipment needed to produce the item, such as an induction burner or extra refrigeration. However, the items on an action station almost always draw a higher price from the client and can be a cost-effective way to cook food that otherwise may have been sold for less.

Action stations can now be adapted to encompass nearly any food item on a menu. New developments in equipment have expanded the possibilities of items that you can feature. Keep in mind, with these new items, the skill level required to work on an action station can be high and may require a second person to work on a single item. For instance, in order to create an appetizer of potato blinis with smoked salmon and caviar, one person may be sautéing the blinis while the second person is slicing the salmon and plating the appetizer. Some resorts and casinos have up to 20 people working on action stations in a single buffet. These higher-end items are usually reserved for events where the cost can be passed on to the client.

Action stations are expanding beyond the buffet as well, often utilized at an event that features hors d'oeuvre prepared by a chef in the dining room and passed by servers. This eliminates guests having to wait in line for food. Restaurants that have open kitchens feature a sort of action station. The chefs are making food for customers in full view and must keep the same level of quality and cleanliness as a station in a buffet. Some restaurants that have chefs making tapas to order for bar customers have action stations.

THE CULINARY INSTITUTE OF AMERICA®

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256062	AEP	50 Gallon Xtra Heavy Duty Can Liners - gray, 43”X47”	10/10 ct
69243	AEP	50 Gallon Xtra Heavy Weight Can Liners - gray, 40”X46”	10/10 ct
973721	AEP	55 Gallon Can Liners - clear, 38”X60”	1/200 ct
869413	AEP	60 Gallon Can Liners - clear, 38”X58”	1/100 ct
899682	Silver Source	60 Gallon Can Liners - clear, 38”X60”	8/25 ct
194629	First Mark	60 Gallon Heavy Duty Can Liners - black, 38”X58”	10/10 ct
926607	AEP	60 Gallon Heavy Weight Can Liners - gray, 38”X58”	1/100 ct
194630	First Mark	60 Gallon Xtra Heavy Duty Can Liners - black, 38”X58”	10/10 ct
194638	First Mark	60 Gallon Xtra Heavy Duty Can Liners - clear, 38”X58”	10/10 ct
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157557	First Mark	Film 18 x 3000 ft	1/3000 ft
899594	Silver Source	Film 18” Roll Econo	1/2000 ft
157558	First Mark	Film 24 X 2000 ft	1/2000 ft
850352	Sealwrap	Shrink Film Perforated Roll - 36”X36”	1/200 ct
899738	AEP	Rack Bun Cover - 52X80”	1/100 ct

Frito-Lay Bulk Recipe *feature*

Mozzarella Lollipops

with Sundried Tomato Romesco Sauce (12 portions)

Main Ingredients

84	Mozzarella Cheese cubes (approx 1 inch)
12	Eggs
1 cup	Milk
4 cups	Flour
1 tsp	Cayenne Pepper
1 tbsp	Smoked Paprika
6 cups	**Sunchips® brand Original multigrain snacks, crumbled**
28 oz.	Perciatelli Pasta, uncooked Sundried Tomato Romesco
12	Sundried Tomatoes
6	Garlic cloves
¼ cup	Bread Crumbs
1	Lime, zested and juiced
2	Chipotle Peppers in adobo
1 tsp	Smoked Paprika
¼ cup	Red Wine Vinegar
½ cup	Almonds, blanched
1 cup	Olive Oil

Vegetable Oil, for Frying, Salt and pepper, Small Wooden Skewers.

Directions

- To make the Romesco sauce blanch the garlic and Sundried tomatoes in boiling water for approx 20 seconds. Reserve and cool.
- Place the almonds in the food processor and pulse until finely processed. To the almonds add the Sundried tomatoes, garlic, bread crumbs, lime zest and juice, chipotle peppers, paprika and vinegar. Process until all well incorporated, then add the oil in a thin stream while processing. Season to taste with salt and pepper. Reserve cold until ready to serve.
- Mix together the flour and cayenne pepper, reserve. Whisk together the eggs, milk and paprika, reserve. Reserve crumbled Sunchips® Original multigrain snacks in another container.
- Roll the mozzarella cubes in the flour first, then egg mixture and then finally the Sunchips® Original multigrain snacks. Place in a single layer until ready to fry.
- Break each piece of Perciatelli pasta into 3 equal pieces.
- Deep fry the pasta and drain on towels.
- Deep fry the mozzarella cubes 2-3 minutes until golden brown. Drain on towels and then pierce each mozzarella cube with a piece of the pasta.
- Serve 7 lollipops to a plate with the Sundried tomato Romesco on the side.

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241649	Munchies	Cheese Fix Snack Mix	4/32 oz
67408	Fritos	Corn Chips - bulk	8/16 oz
241652	**Sunchips**	**Original Multi-grain Chips**	**8/16 oz**
*241350	Kettle Lays	Original Potato Chips - TFF	8/16 oz
241349	Ruffles	Potato Chips - regular, ridges, TFF	8/16 oz
32479	Lays	Regular Potato Chips - bulk	6/16 oz
886904	Rold Gold	Tiny Twist Pretzel TFF	6/16 oz
241648	Tostitos	Tortilla Chips - yellow, round, thick cut	4/32 oz
241335	Tostitos	Round Tortilla Chips- bulk	8/16 oz
857351	Baked Tostitos	Tortilla Scoops	4/16 oz
876856	Stacy's	Pita Chips	6/17.33 oz

*special order

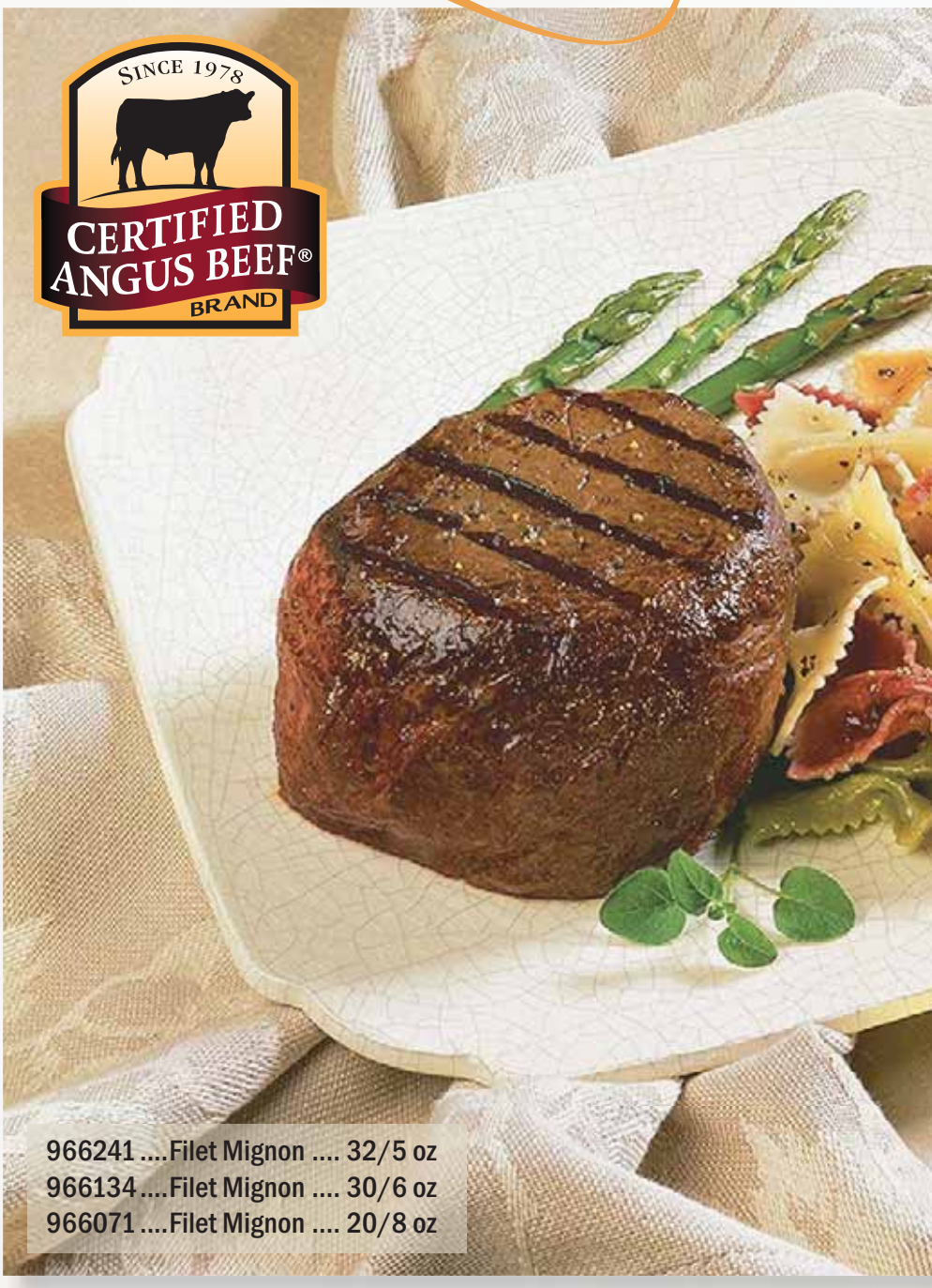
Beef as Tender as a Mother's Love

When it comes to steak, filet mignon – also called the tenderloin – tops the list for tenderness. It is also the top-rated steak for sales strength in fine-dining, casual, family-dining and hotel categories. Filet mignon's distinctive style requires little fuss and makes it a must-have for any steak menu, especially on Mother's Day. "Filet mignon satisfies customers' tastes whether it's simply grilled and seasoned, or delicately sauced," says Scott Popovic, corporate chef with the Certified Angus Beef ® brand. "The key is artfully matching its fine texture with complementary flavors."

The Certified Angus Beef ® brand's requirements for superior and finer marbling balance the filet's inherent tenderness, making it a perfect complement. Popovic suggests Smoked Apple and Scotch Bonnet Demi-glace, red wine reduction or herb butter to create signature style. "The beauty of the Certified Angus Beef ® filet is that it requires little preparation to simply taste great," he says. "It's perfect for a Mother's Day feature, when Mom enjoys only the best." Also for Mother's Day or other occasions, Popovic recommends a prix fixe meal with wine, an appetizer, filet mignon entrée and dessert. "It makes meal ordering, timing and service easier," he says. "This type of meal promotion also increases check averages and tips, and helps sell more items on the menu."

Serving petite filets in 5-, 6- and 8-ounce portions gives customers desired steak size, especially for moms. Smaller sizes also help lower plate costs and allow chefs to use their creativity to prepare perfectly harmonized accompaniments. Serving filet in surf and turf remains a popular avenue for controlling food costs. As an alternative, some chefs roast or rotisserie the entire tenderloin, which adds depth to signature menu selections, helps manage food costs and makes it easy to serve a crowd.

Performance Foodservice - AFI is a leading distributor of Certified Angus Beef® fresh cuts, deli meats and convenience items. Our trained Certified Angus Beef ® specialist, Frank Eagan is an expert at finding the right cut for the right application or special occasion. Call him today at 732-829-2442 to discuss opportunities for your restaurant to menu the brand's premium quality.



966241 ....Filet Mignon .... 32/5 oz
966134 ....Filet Mignon .... 30/6 oz
966071 ....Filet Mignon .... 20/8 oz

Recipes

Pan Roasted Filet with Red Wine Reduction

Makes 2 portions

Ingredients

- 2 Certified Angus Beef ® filet steaks, cut 1-1/4 to 1-1/2 inches thick
- 1 teaspoon olive oil
- 1 tablespoon dry thyme
- 1/2 tablespoon chopped tarragon, dry
- 1/2 tablespoon cracked black pepper
- 1/2 tablespoon chopped chives, dry
- 1/2 tablespoon sea salt
- 1 tablespoon diced onion
- 1 teaspoon chopped garlic
- 1/4 cup red wine
- 1 teaspoon Dijon mustard
- 1 tablespoon butter
- 1 tablespoon chopped parsley
- Salt and pepper, to taste

Instructions

1. Heat oil in heavy skillet over medium-high heat. Combine thyme, tarragon, cracked black pepper, chives and sea salt to make French Rub. Season steaks and sear each side. Place in 350ºF oven and cook about 5 minutes. Allow steaks to rest.
2. Remove steaks from pan. Add onion and garlic to pan; cook 2 minutes on low heat. Whisk in wine and mustard; reduce by two thirds. Swirl butter in pan to melt. Remove from heat; add parsley and season to taste. Serve sauce over steak, with potato and watercress.

Recipe provided by Certified Angus Beef ® LLC

Smoked Apple and Scotch Bonnet Demi-glace

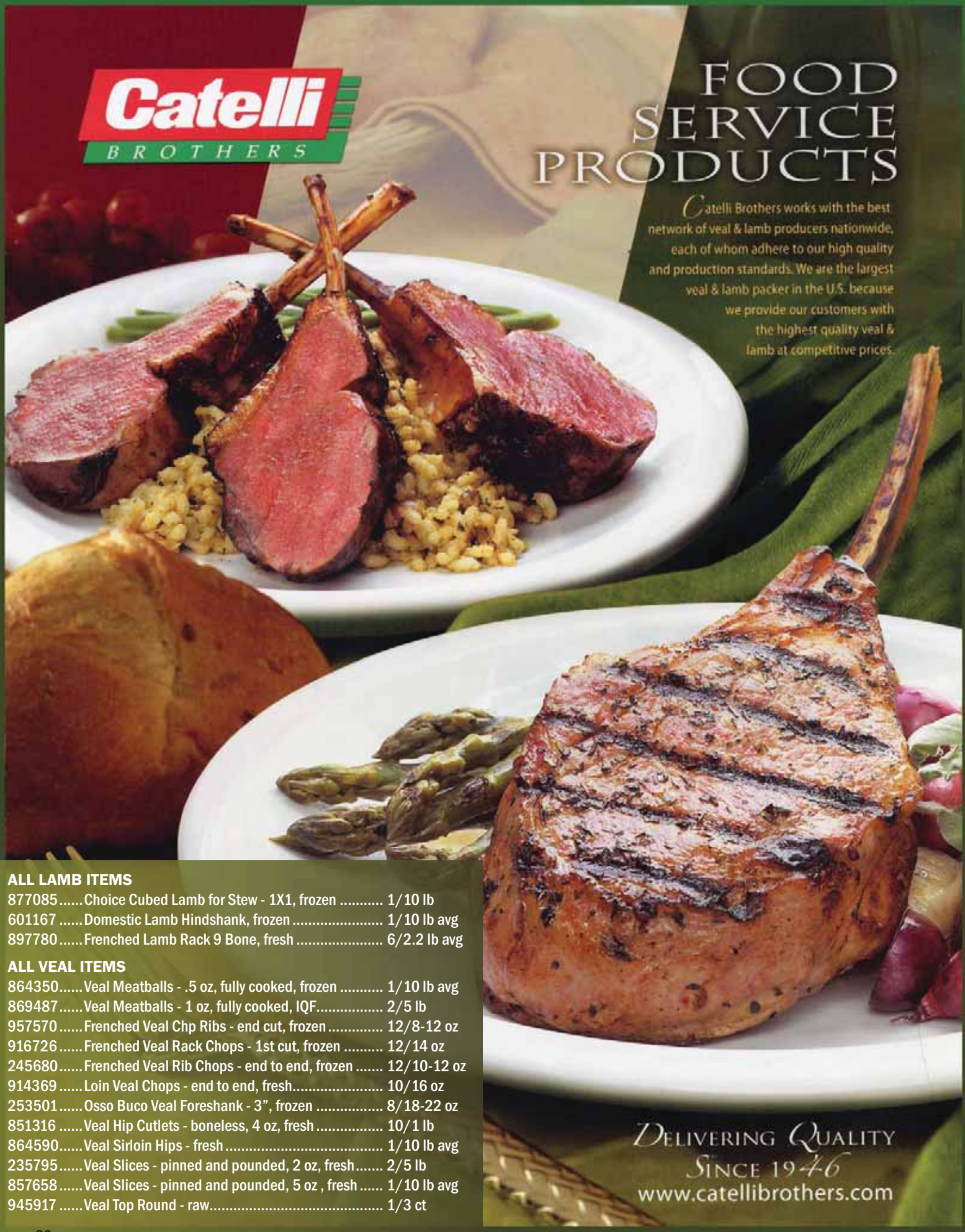
Ingredients

- 2 pounds yellow onions, rough chop
- 1 pound carrots, peeled and rough chop
- 1 pound celery, rough chop
- 1 bunch thyme
- 1 bunch parsley stems
- 10 bay leaves
- 25 black peppercorns
- 1 cup tomato paste
- 2 quarts burgundy
- 40 pounds veal bones, roasted
- 5 gallons cold water
- 3 tablespoons oil
- 10 apples, peeled and cored, 5 of them smoked
- 1 Scotch bonnet pepper, seeded and diced

Instructions

1. Sauté mire-poix, herbs and peppercorns on medium-high heat in oil until golden brown. Add tomato paste and cook out acidity. Deglaze with wine.
2. Add bones and water. Simmer on low for 12 hours, skimming the fat and impurities from the top often. Strain through chinois.
3. Add apples and pepper. Reduce to demi glaze consistency. Strain again through chinois and refrigerate until use. Makes 2 gallons.

Recipe provided by Certified Angus Beef ® LLC


Catelli
BROTHERS
FOOD SERVICE PRODUCTS
Catelli Brothers works with the best network of veal & lamb producers nationwide, each of whom adhere to our high quality and production standards. We are the largest veal & lamb packer in the U.S. because we provide our customers with the highest quality veal & lamb at competitive prices.
DELIVERING QUALITY
SINCE 1946
www.catellibrothers.com

ALL LAMB ITEMS

877085	Choice Cubed Lamb for Stew - 1X1, frozen	1/10 lb
601167	Domestic Lamb Hindshank, frozen	1/10 lb avg
897780	Frenched Lamb Rack 9 Bone, fresh	6/2.2 lb avg

ALL VEAL ITEMS

864350	Veal Meatballs - .5 oz, fully cooked, frozen	1/10 lb avg
869487	Veal Meatballs - 1 oz, fully cooked, IQF	2/5 lb
957570	Frenched Veal Chp Ribs - end cut, frozen	12/8-12 oz
916726	Frenched Veal Rack Chops - 1st cut, frozen	12/14 oz
245680	Frenched Veal Rib Chops - end to end, frozen	12/10-12 oz
914369	Loin Veal Chops - end to end, fresh	10/16 oz
253501	Osso Buco Veal Foreshank - 3", frozen	8/18-22 oz
851316	Veal Hip Cutlets - boneless, 4 oz, fresh	10/1 lb
864590	Veal Sirloin Hips - fresh	1/10 lb avg
235795	Veal Slices - pinned and pounded, 2 oz, fresh	2/5 lb
857658	Veal Slices - pinned and pounded, 5 oz , fresh	1/10 lb avg
945917	Veal Top Round - raw	1/3 ct

The New Jersey Restaurant Association
is offering

Alcohol Server TRAINING

Available for NJ on-premise consumption licensees

Training Benefits Include:

- *Reduced Insurance Premiums*
- *ID Checking*
- *Preventing Intoxication*
- *Dram Shop Information*

Best In Class One Day Training & Certification

$99 for members • $175 for non members

Additional Classes always added
for schedule of classes check www.njra.org

For additional information please contact Amy Drinkwater at 800.848.6368 or by e-mail at adrinkwater@njra.org

ServSafe Alcohol™

Educational Foundation NJRA New Jersey Restaurant Association®

SAN RALLO™ GOURMET ITALIAN SPECIALTIES

Cheese Lasagna Rollettes 997141.....72/5 oz

Eggplant Rollettes 42188.....64/3.5 oz

Raw Jumbo Round Cheese Ravioli 43143.....1/144 ct

Manicotti Cheese Crepes 42926.....72/3.5 oz

OTHER FINE SAN RALLO PRODUCTS

897152	San Rallo	Eggplant Stacker - roasted peppers, approx 30-35 count	1/10 lb
986576	San Rallo	Lasagna Sheets - precooked	1/40 ct
997141	San Rallo	Cheese Lasagna Rollettes	72/5 oz
42188	San Rallo	Eggplant Rollettes	64/3.5 oz
42926	San Rallo	Jumbo Cheese Manicotti Crepes	72/3.5 oz
967983	San Rallo	Florentine Jumbo Manicotti Crepes	72/3.5oz
231755	Roma	Stuffed Manicotti - 2.76 oz, raw	5/12 ct
43143	San Rallo	Jumbo Round Cheese Ravioli - 1.10 oz, raw	1/144 ct
997132	AFI	Cheese Ravioli - square	1/10 lb
997134	AFI	Cheese Ravioli - bite size	1/10 lb
231686	Roma	Cheese Ravioli - 1.25 oz, precooked	1/12 lb
231681	Roma	Meat Ravioli - round, TFF, 144 count, 1.28 oz, precooked	1/12 lb
997138	AFI	Cavatelli	12/1 lb
29302	San Rallo	Premium Creamy Cavatelli	12/1 lb
42202	San Rallo	Cheese Stuffed Rigatoni - .7 oz, precooked	1/10 lb
231592	Roma	Jumbo Stuffed Shells - 2.75 oz, raw	6/16 ct
260042	Roma	Cheese Tortellini - precooked	12/1 lb

By Sam Roselli,
Alliance Food Service,
Account Manager
CIA Graduate
sroselli@afifoods.com

presenting...

Empire's Treasure

Pangasius

An eye on quality, a focus on value!

We can deliver this product into your establishment for about $0.17 per ounce!

Also known as Swai, Basa and Bocourti this is a type of Catfish native to Thailand and Vietnam. A fresh water fish, Basa is a stout, heavy, round headed fish that feeds solely on plants. In the UK Basa is known as "Vietnamese River Cobbler" and in France as "Panga". One thing that is certain though, Basa has become a star on the international food scene!

White flesh, flaky texture and a mild flavor give this fish as much versatility as Catfish or Sole. Baked, sautéed or fried Basa will take any sauce, crust or seasoning to the next level pleasing both your customers and your foodcost! Performance Foodservice - AFI proudly presents item # 859755 - 1/15 lb Empire's Treasure Pangasius Fillet 7-9 oz IQF. The plain fact here is that we can deliver this product into your establishment for about $1.38 per portion or about $.17 per ounce!

As mentioned previously, Basa is a type of Catfish so naturally you can prepare it Southern Style deep fried with a cornmeal crust or brushed with mustard and coated with seasoned breadcrumbs then baked. But why not take some inspiration from the origin of the fish to stir your creativity and prepare something like a Crispy Basa Fillet with Quick Fried Green Beans and a Basil, Ginger, Soy Butter. Follow these simple tips for preparing this dish:

Crispy Basa Fillet with Quick Fried Green Beans and a Basil, Ginger, Soy Butter

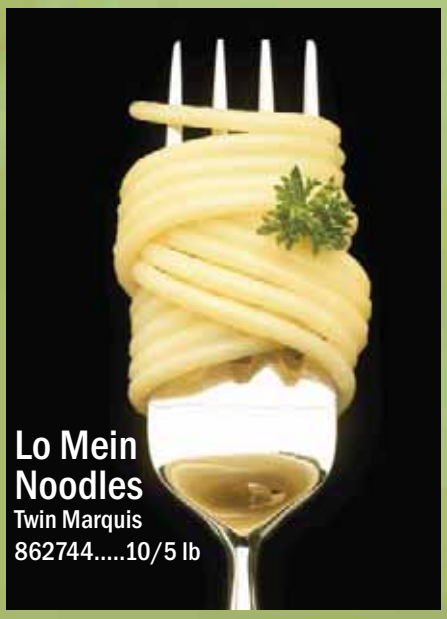
- Use a combination of seasoned flour and seasoned corn starch before pan or deep frying to give your fish an extra crispy texture
- If you pan fry the Basa put a few drops of sesame oil, (#32298), in the pan just before the fish goes in for an "Asian Edge"
- Use Haricot Vert, (#73827), for the beans. Toss them with Soy Sauce, (#981301), then dredge them in cornstarch and quick fry for crispy, browned beans
- Make the compound butter with the Basil, Ginger and Soy
- As soon as the Basa is done put it on a hot plate and top it with a tablespoon of the compound butter and then mound the beans in the center of the fish fillet and serve with lime wedges and sliced papaya

Enjoy this fish often!

tmi FOOD GROUP

By choosing our products, you are guaranteed that food quality and safety are paramount. We look forward to being part of your menu!

Mini Vegetable Spring Rolls
Chef One
861131.....200/.88 oz



Lo Mein Noodles
Twin Marquis
862744.....10/5 lb

Chicken Teriyaki Potstickers
Chef One
863355.....150 count....3/2.5 lb

Our Products are...

- Precooked
- No Trans Fat
- Low Fat
- No MSG
- Just heat and serve

Noodles and Wrappers - OU Certified

259076	Twin Marquis	Egg Roll Wrappers	10/5 lb
259095	Twin Marquis	Spring Roll Wrappers	40/11 oz
855367	Twin Marquis	Wonton Wrappers	16/14 oz

Dumplings and Spring Rolls

863356	Chef One	Shrimp Potstickers	150/.80 oz
259096	Chef One	Chicken & Pork Dumplings	150/.80 oz
862741	Chef One	Vegetable Dumplings	150/.80 oz
862738	Chef One	Coconut Shrimp Spring Rolls	100/2 oz
259643	Chef One	Shrimp Spring Rolls	100/2 oz
855355	Tang's Natural	Natural Vegetable Egg Rolls	50/3 oz
862740	Chef One	Vegetable Egg Rolls	50/2.88 oz

CORONA® BEER BATTERED SEAFOOD

Corona Beer
Battered Cod - 4 oz, frozen
Fishery Products
996800 .....1/10 lb

NEW AND IMPROVED

Tap Into Extra Profits!

Now your customers can enjoy real beer flavor in every bite with **Corona® Beer Battered Seafood** from FPI. Our premium COD is dipped in an authentic Corona® Beer Batter coating and features a 4 oz. portion for sandwiches or center-of-the-plate applications!

FPI®
FISHERY PRODUCTS INTERNATIONAL

40597	Fishery Products	Blazin Breaded Redfish - 2.25 oz, IQF	1/10 lb
75143	Fishery Products	Lemon Garlic Crusted Cod - frozen	1/10 lb
858251	Fishery Products	Parmesan Breaded Tilapia Fillets - 5 oz, frozen	1/10 lb
989104	Uppercrust (Seafood)	Potato Crusted Cod - 5 - 6 oz, fully cooked, frozen	1/10 lb
238242	Fishery Products	Southern Breaded Pangasius - 4 oz, frozen	1/10 lb
989101	Fishery Products	Tortilla Crusted Tilapia with Chipotle and Lime - frozen	1/10 lb
40827	Fishery Products	Western Battered Cod - 3 oz, frozen	1/10 lb

Slow Down & Smell Cleaner Air

Interviewed for this article
Joe Monteleone
Vice President, Operations
Performance Foodservice - AFI

SmartWay[SM] Transport Partnership Drives Performance Foodservice – AFI Closer to Environmental Responsibility

Performance Foodservice – AFI is one of the increasing number of progressive organizations that recognize that they can improve their bottom line and the environment at the same time.

Consumers and organizations alike are more and more aware of their responsibility to take action for a cleaner environment and socially responsible business practices. By joining the Environmental Protection Agency's (EPA) SmartWay[SM] Transport Partnership program in 2008, Performance Foodservice – AFI made yet another important step toward expanding green initiatives all across the company.

"To be a partner in the SmartWay[SM] Transport Partnership, companies have to fulfill certain criteria to demonstrate their diligence in saving fuel," said Joe Monteleone, Vice President, Operations. "Simply put, this program provides guidelines for ways to run our trucks' engines smarter."

The goal of the SmartWay[SM] Transport Partnership is to save 33 to 66 million metric tons of carbon dioxide and up to 200,000 tons of nitrogen oxide per year by 2012 by increasing energy efficiency while significantly reducing greenhouse gases and air pollution.

Performance Foodservice – AFI is one of the increasing number of progressive organizations that recognize that they can improve their bottom

PERFORMANCE FOODSERVICE – AFI

SmartWay℠ Transport Partnership
U.S. Environmental Protection Agency

line and the environment at the same time. "The most effective strategy for achieving this objective is slowing down," says Monteleone, who oversees a fleet of 100 power units and 80 trailers. "In addition to setting the computers in our straight trucks not to exceed 58 miles per hour and our tractors not to exceed 62 miles per hour, we are educating our drivers on better shifting techniques and how to reduce idling."

To ensure consistent progress in the program, the EPA provides a set of specific metrics that companies have to record on a monthly basis and report annually. These metrics include amount of fuel used, engine idle hours, and technologies used on the delivery equipment. In return, there is payback on the technology investments within three years, reduced maintenances frequencies and expenses, and the value of B2B sales advantages.

In 2009, Performance Foodservice – AFI saved 90,000 gallons of diesel fuel reducing CO^2 emissions by 600 tons. According to the EPA, this is the equivalent of removing greenhouse gas emissions from more than 105 passenger vehicles or CO^2 emissions from the use of electricity in 66 homes for one year.

"Our customers and the communities we serve have given us valuable feedback that the SmartWay℠ decals on our trucks tell them we are a company that takes environmental stewardship seriously," Monteleone said. "Our goal is to continue to demonstrate our leadership in this area."

Adhering to strict standards of environmental responsibility requires ongoing training. Through formal and informal channels of communication, management continues to reach out to associates and supervisors to educate them about program objectives and the milestones they help achieve by working every day to improve energy efficiency while also contributing to bottom line savings.

Corporate social responsibility at Performance Foodservice - AFI goes beyond fuel savings. Two years ago, the company installed an energy management system and the results are impressive. In its first year of operation, the system saved 200,000 kWatts of power and reduced energy costs by 25 percent. Converting to fluorescent lighting in all warehouses, the company is also getting a quick return on investment, and the installation of cardboard and plastic compactors keeps 600 cubic yard of waste away from landfills each year.

In 2009, Performance Foodservice – AFI saved 90,000 gallons of diesel fuel reducing CO^2 emissions by 600 tons.

WEST CREEK

Profit Makers

...Appetizers You Can Bank On.

Breaded Mozzarella Cheese Sticks

Bakeable

998664.....6/2 LB

998673..... Beer Battered Onion Rings - 5/8" thick.....6/2.5 LB
998670..... Gourmet Breaded Onion Rings - 3/4" thick.....12/2 LB

A Brand You Can Trust

Quality Begins on the Farm

Quality begins on the farm. New Zealand sheep are raised on their natural diet - grass - in their free-range natural environment - on the land. 100% all natural and lower in fat content.

100% All Natural

251487	New Zealand	frozen	Frenched Lamb Rack - 8 rib, wet aged	28/16 oz
37655	Packer	frozen	Frenched Lamb Rack - 12-14 oz	12/2 ct
28953	Packer	frozen	Frenched Lamb Rack - 14-16 oz	10/2 ct
915968	Packer	frozen	Frenched Lamb Rack - 16 -18 oz	8/2 ct
945183	Packer	frozen	Frenched Lamb Rack - 18 -20 oz	1/25 lb
947963	Packer	frozen	Lamb Shanks	1/1 box
257294	Opal Valley	frozen	Lamb Hindshanks - cooked	10/18-22 oz
240516	Opal Valley	frozen	Australian Frenched Lamb Rack	18/16-18 oz
860575	Opal Valley	fresh	Australian Frenched Lamb Rack	14/18-200
858919	Opal Valley	fresh	Australian Frenched Lamb Rack	14/28 oz up
60205	Opal Valley	frozen	Australian Lamb Sausage Rope with Feta & Herbs	5/2 lb
60442	Opal Valley	frozen	Australian Lamb Sliders with Feta, 8/1	80/2 oz

BURGER *Mania!*

Corporate Executive
Chef Robert Conti
Performance Foodservice - AFI
908-436-3887
rconti@pfgc.com

Let's start with some World History:

According to *dictionary.com*, the origins of the name "hamburger" may be of interest to many. In the mid-19th century people in the port city of Hamburg, Germany enjoyed a form of pounded beef called Hamburger Steak. With the migration of Germans to North America during this same time, they probably brought the dish and its name along with them. The entrée may have appeared on an American menu as early as 1836, although the first recorded use of hamburger steak is not found until 1884. The variant form hamburger steak, using the German adjective Hamburger meaning "from Hamburg" first appears in a Walla Walla, Washington, newspaper in 1889. By 1902 we find the first description of Hamburger steak close to our conception of the hamburger, namely a recipe calling for ground beef mixed with onion and pepper. By then the hamburger was on its way, to be followed, much later, by the shortened form "burger", used in forming cheeseburger and the names of other variations on the basic burger.

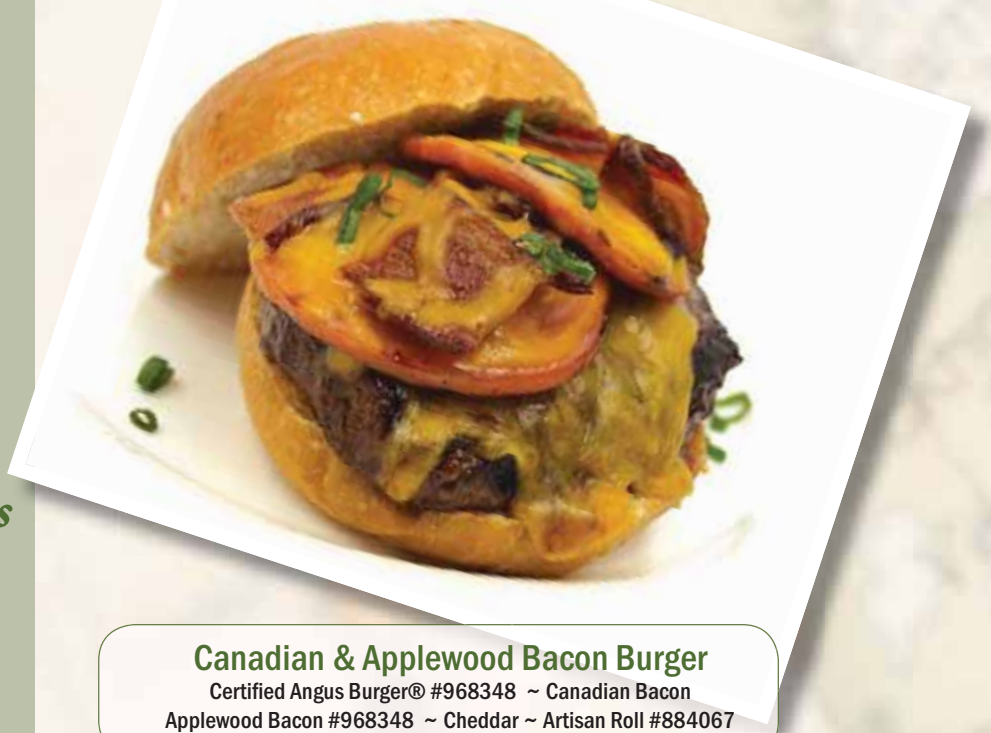
Following our current food trends, burgers are all the craze and they're here to stay in a big way. **Superstar Chefs are opening and operating successful Upscale Burger Joints**. They're not only serving burgers made from high quality proteins such as Certified Angus Beef®, they are also offering interesting combinations of toppings and flavorful sauces on awesome artisan buns and rolls for a fair price. A multitude of our population, from high school and college students, blue and white collar workers across America, can all enjoy the wonderful burger, either naked or topped with fun ingredients. They're all the craze.

Awesome Breakfast Burger
Certified Angus Burger® #968348 ~ Applewood Bacon #874676
Fried Egg ~ Pepper-Jack Cheese # 74374 ~ Fried Potatoes
Thick French Toast #857642

Smokey Meatball Burger
Ground Meat Ball Mix #239320 ~ Fried Peppers, Onions & Potatoes
Smoked Mozzarella #27103 ~ Tomato Bruschetta #896948
Artisan Roll #884067

"My take on this segment of our evolving food pop-culture is to combine some common ingredients in an uncommon way to make some fun, exciting and different burger offerings."

~ Chef Robert Conti

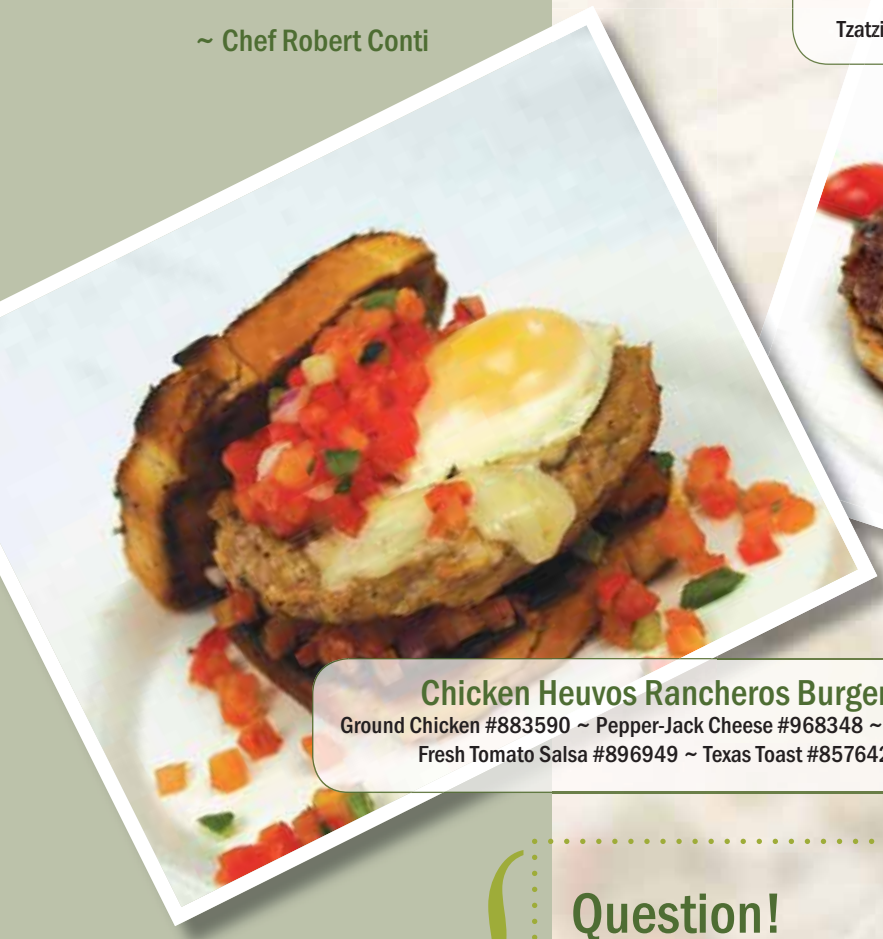


Canadian & Applewood Bacon Burger

Certified Angus Burger® #968348 ~ Canadian Bacon
Applewood Bacon #968348 ~ Cheddar ~ Artisan Roll #884067

My Big Phat Greek Lamb Burger

Ground Lamb #266969 ~Feta Cheese #268196
Tzatziki Sauce #916447 ~ Cucumber, Tomato, Mint & Olive Relish, Pita Bread



Chicken Heuvos Rancheros Burger

Ground Chicken #883590 ~ Pepper-Jack Cheese #968348 ~ Fried Egg
Fresh Tomato Salsa #896949 ~ Texas Toast #857642

Question! So what is a Hamburger?

- a person from Hamburg
- a Svizzera
- a Rindmitt
- a Pljeskavica
- a sandwich consisting of a patty of seasoned and grilled ground beef, turkey, pork, veal, vegetables, or lamb.

Answer! All of the above.

Following our current food trends, burgers are all the craze and they're here to stay in a big way.

Texas Barbeque Burger

Certified Angus Burger® #968348 ~ Cannonball Pulled Pork #97500
Fried Mac & Cheese #995660 ~ Garlic Toast #857642

New York Brisket Burger

Certified Angus Burger® #968348 ~ Braised Beef Brisket #264220
Shiitake Mushrooms #23645 ~ Gingersnap Brown Gravy
Artisan Roll #884067

SUGAR FOODS CORPORATION

Add Crunch to Salads and Taste to Savor

894337	**Wonton Strips - salad toppers**	**10/1 lb**
894596	Tortilla Strips - salad toppers	10/1 lb
882672	**Tri Colored Tortilla Strips - salad toppers**	**10/1 lb**
72994	Seasoned Crouton Cube Packets	250/.25 oz

Fresh Gourmet
TORTILLA STRIPS
TRI-COLOR
Add Authentic Flavor & Crunch to Salads, Wraps, Soups & More!
Fresh Gourmet
WONTON STRIPS
AUTHENTIC
Add Authentic Flavor & Crunch to Salads, Wraps, Soups & More!

Great on Burgers Too!

866016	Crispy Onion Topping Strips	16/10 oz

Taste Why We're New York's Favorite Pickle & Pepper Brand

B&G was founded in 1889 by the **Bloch and Guggenheimer** families — immigrants who came to America seeking a better life. When Bloch and Guggenheimer began selling pickles in Manhattan, the tenement-packed city streets were crowded — and hungry! There were a lot of people to feed but few places to grow the food they needed to survive. Bloch and Guggenheimer filled that need by selling their products made from the fresh vegetables and other natural ingredients that came from the rural areas surrounding the big city. Today, **B&G pickles and peppers are the #1 condiment brand in the New York Metro area.**

203368	Bread & Butter Pickle Chips - 300-350 count	4/1 gal
33539	Dill Pickle Chips - 220-250 count	4/1 gal
998098	Pickle Chips	1/5 gal
28326	Whole Sweet Gherkin Pickles	4/1 gal
71333	Sliced Hot Banana Peppers	4/1 gal
33566	Sliced Hot Red & Green Cherry Peppers	4/1 gal
868772	Sliced Jalapeno Peppers	4/1 gal
33564	Sliced Sweet Red Hull Peppers	4/1 gal
33571	Sweet Red & Green Pepper Strips	4/1 gal
203369	Sweet Red Pepper Strips	4/1 gal
33565	Whole Hot Red & Green Cherry Peppers	4/1 gal
203371	Whole Sweet Cherry Peppers	4/1 gal
77734	Fancy Long Shredded Sauerkraut	24/27 oz

Operators Mail-In Coupon
Spring 2010 Corporate Promo

Smoked Hams
- All muscle trimmed to the blue for consistent leanness
- Naturally hickory-smoked for a true old-fashioned ham flavor
- Special Farmland® ham cure with no MSG

Spiral Sliced Hams
- Natural ham flavor, no water added
- Brown sugar–cured for a natural, sweet taste
- Spiral sliced to 3/16" thin, perfect for sandwiches or dinner servings

Pit Hams
- Hardwood-smoked for a rich, country flavor
- Completely boneless, 100% yield
- Whole muscle for consistent quality
- Natural Honey & Brown Sugar Pit ham has cure throughout for natural sweetness

Fully Cooked Boneless Pork Roast
- Fully cooked product for convenient and timesaving preparation
- Enhanced with EXTRA TENDER™ solution for better flavor and texture
- Easy-to-control portion size

Smoked Bone-In Ham Steaks
- Special Farmland Cure that provides a distinct balance of smoky & sweet flavors
- Exact-weight portions for known portion costs
- Fully cooked for easy and quick preparation

29464.....Smoked PIT Ham ..... 2/14-16 lb
38926.....Pork Loin BRT - Boneless, Rolled, Tied in Netting..... 2/12-14 lb
75982..... KC Wing, FC Pork Shank – 4 oz..... 36/4 oz
938751 .... Smoked Buffet Ham..... 2/9-11 lb

Please Contact Peter Boyd for samples 973-845-6510 – Reliant Sales. RELIANT sales & marketing, inc.

INDICATE FARMLAND CASES SOLD

Product	Code	# of Cases

TOTAL CASES _____ X $2.00/CASE = $_____
MINIMUM REBATE: $20 (10 CASES)

Maximum Payout is $250.

Terms and Conditions:
Offer limited to foodservice operators only. Chain operators must participate as single units. Contracted chain and bid accounts cannot participate. This coupon may be redeemed for a minimum of $20 up to $250 per individual foodservice operator. Submit this rebate with copies of distributor invoices or distributor printouts verifying valid products were purchased between February 22, 2010, and April 25, 2010. DISTRIBUTOR PRINTOUTS OR INVOICES MUST INCLUDE THE FOLLOWING OPERATOR INFORMATION: Operator Name, Product Purchased, Number of Cases Purchased, Date the Product was Purchased, Invoice Number and Physical Address. Operators must fill out rebate coupon themselves. Distributor tracking reports do not qualify. Bulk redemptions by distributors and/or DSRs are not allowed. Request must be postmarked no later than May 25, 2010. Offer not redeemable in conjunction with any other offer. Operators may submit more than once until the maximum dollar amount is met; however, the initial submission must be for the minimum requirement of 10 cases. Allow 6–8 weeks for delivery. Incomplete or incorrect submissions will delay payment. Void where restricted, prohibited or banned.

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COUPON REDEMPTION
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OLDSMAR, FL 34677-7008

QUESTIONS? CALL 1-800-535-4268

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Since 1959

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CHECK WILL BE MAILED TO THE ADDRESS SHOWN BELOW. (PLEASE PRINT.)

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CONTACT NAME _____

E-MAIL ADDRESS _____

OPERATION ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE NUMBER _____ FAX NUMBER _____

DISTRIBUTOR _____

FOR MORE INFORMATION ON FARMLAND PRODUCTS, PROMOTIONS, RECIPES OR MARKETING MATERIALS, CONTACT YOUR FARMLAND REPRESENTATIVE/BROKER OR CALL THE HELP LINE: 1-888-FARMLAND (327-6526). WWW.FARMLANDFOODSERVICE.COM

PLEASE CHECK THE MARKET SEGMENT YOUR OPERATION/TYPE OF RESTAURANT BELONGS IN:

Are you a new Farmland customer ☐ or current Farmland customer ☐?

Commercial

- ☐ Full Service
  - ☐ Casual/Theme
  - ☐ Family
  - ☐ Upscale/Fine Dining
- ☐ QSR/Sandwich
- ☐ Convenience Store
- ☐ Hotel/Motel/Resort
- ☐ Independent
- ☐ Local/Regional Chain
- ☐ National Chain

Noncommercial

- ☐ College/University
- ☐ Elementary/Secondary Schools
- ☐ Business & Industry
- ☐ Healthcare
- ☐ Recreational/Entertainment
- ☐ Transportation Foodservice
- ☐ Military/Correctional
- ☐ Contract Management/Vending
- ☐ Self-Operated

Number of meals served per day:
____Breakfast ____Lunch ____Dinner

Approximate Dollar Volume of Food & Beverage Purchased per year: _____

With tradition and culinary expertise going back to 1747, the house of Maille offers a fine line of mustards, that blend with vinaigrettes and sauces. The Maille brand of cornichons is an original recipe known for its subtle and balanced flavor.

MAILLE®

Condiments

Imported from France

244158	Maille	Dijon Mustard	2/1 gal
243877	Maille	Whole Grain Mustard	2/1 gal

Preserves

Bonne Maman®

Bonne Maman preserves are packed in a unique 1 oz jar for room service or buffet style. These preserves are made with real fruit and are gently cooked to retain the full flavor. Mini jars and ceramic displays can be personalized with any hotel or restaurant logo.

261498	Bonne Maman	Orange Marmalade Preserves	60/1 oz
261499	Bonne Maman	Raspberry Preserves	60/1 oz
261513	Bonne Maman	Strawberry Preserves	60/1 oz
249567	Bonne Maman	Wild Blueberry Preserves	60/1 oz
261512	Bonne Maman	Honey	60/1 oz

WHITE TOQUE®

Chef's Picks

"Some of my favorite finds this month."

Corporate Executive
Chef Robert Conti
908-436-3887
chefrobert@afifoods.com

Mini Cocktail Flatbread

Kontos

267298.....648/2" bulk pack

"I love this item for its' versatility. Use it for appetizers, hors d'oeuvres or sliders."

Goat Cheese Rounds

Pre-sliced

Soignon

870775.....8/17.6 oz

1.65" diameter

"Perfect on paninis, pizzas and salads and it's pre-sliced. Try the roasted red tomatoes and you have a knock out menu item."

Roasted Red Tomatoes

White Toque

243337.....4/2.5 lb

Mini Blinis

White Toque

243884.....240/1 ¾"

"Serve these blinis classically with smoked salmon, crème fraiche, capers, red onions and dill."

Crème Brulee

In Pouch - TFF

White Toque

244160.....5/2.27 lb

*"Caterers alert! Easy to use and a top quality product. Make single servings or create **crème brulee trios** decorated with fresh fruits, chocolate shavings etc."*

KETTLE CUISINE

Crafting Uncompromised Soup Since 1986

From the source to our kitchen to you, Kettle Cuisine makes soup the way it is supposed to be made - no shortcuts.

SOUPS

996438	Beef Barley and Vegetable	2/8 lb
57875	Buffalo Chicken	2/8 lb
77088	Butternut Squash with Apple	2/8 lb
977014	Chicken & Dumpling	2/8 lb
996449	Chicken Noodle	2/8 lb
57877	Chipotle Sweet Potatoe	2/8 lb
958675	Cream of Broccoli	2/8 lb
996436	Hungarian Mushroom	2/8 lb
953626	Italian Style Wedding w/Meatballs	2/8 lb
77085	Lentil	2/8 lb
996437	Minestrone	2/8 lb
981360	Pasta e Fagioli (Pasta & Beans)	2/8 lb
958680	Split Pea with Ham	2/8 lb
982535	Tomato & Garden Vegetable	2/8 lb
996426	White Bean & Escarole	2/8 lb

CHOWDERS & BISQUES

996435	Corn Chowder	2/8 lb
77093	Grilled Chicken Corn Chowder	2/8 lb
928442	Lobster Bisque	2/8 lb
77089	Manhattan Clam Chowder	2/8 lb
75670	Maryland Vegetable Crab	2/8 lb
996442	New England Clam Chowder	2/8 lb

CHILIS & STEWS

996446	Angus Beef Chili with Bean Soup	2/8 lb
945818	Chicken Stew (Pot Pie Filling)	2/8 lb
986088	Vegetarian Three Bean Chili	2/8 lb

Hand Prepared Ingredients • Stocks Made from Scratch • Natural Proteins • Nothing Artificial
Refrigerated & Ready-to-Heat • Full Strength, Nothing to Add • Two 8 lb. Bags per Case

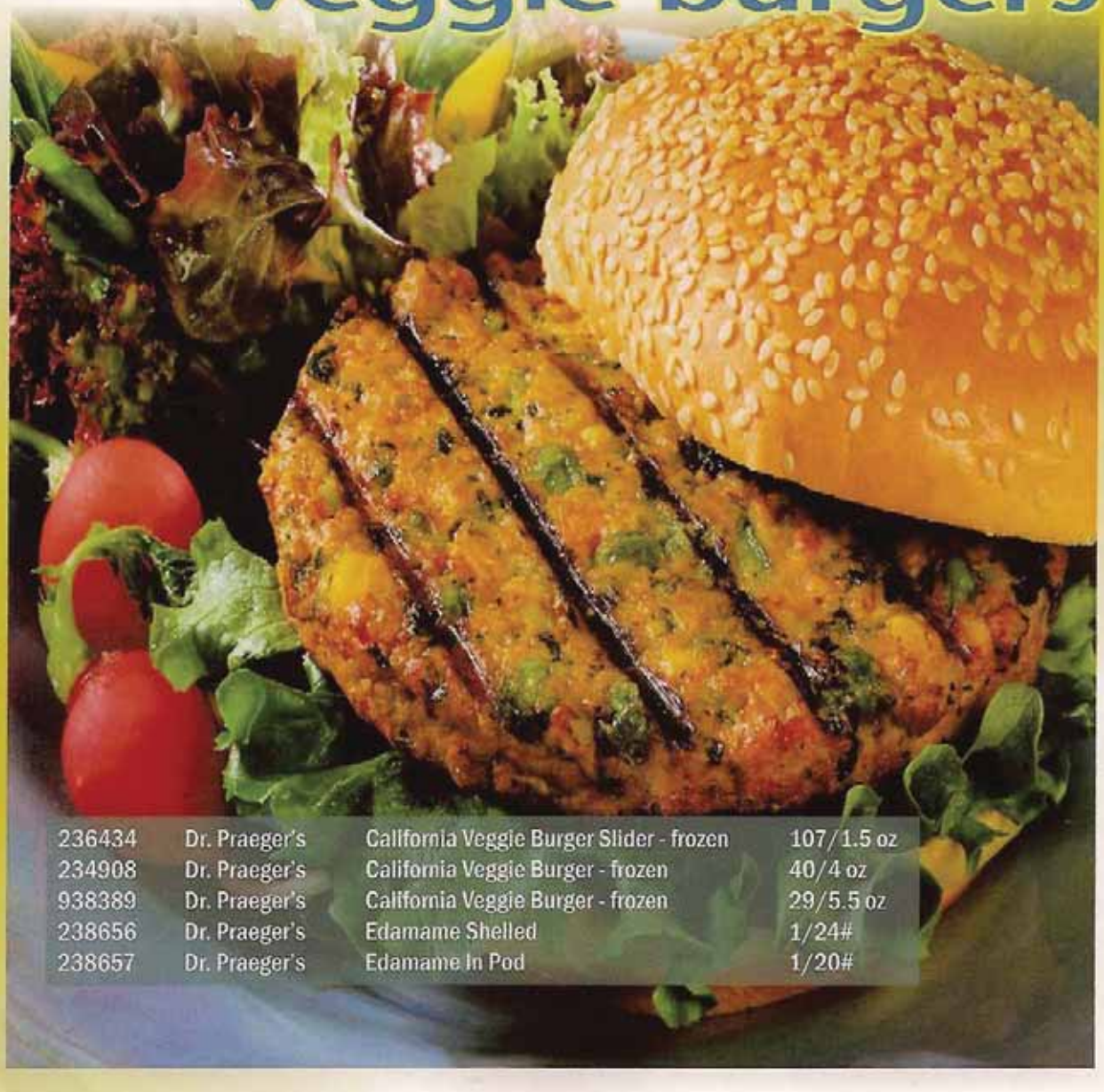
For more information: 617-884-1219 • www.kettlecuisine.com

DR. PRAEGER'S®

SENSIBLE FOODS

ALL NATURAL

california veggie burgers



236434	Dr. Praeger's	California Veggie Burger Slider - frozen	107/1.5 oz
234908	Dr. Praeger's	California Veggie Burger - frozen	40/4 oz
938389	Dr. Praeger's	California Veggie Burger - frozen	29/5.5 oz
238656	Dr. Praeger's	Edamame Shelled	1/24#
238657	Dr. Praeger's	Edamame In Pod	1/20#

Vegan • No trans fat • Low in saturated fat

Good source of fiber • No cholesterol • Reduced sodium

U 49 KOSHER PARVE

Old World Traditions. New World Creations.

All Fully Cooked and frozen

37746	Italian Meatballs - 1/2 oz	320/.5 oz
37745	Italian Meatballs - 1 oz	160/1 oz
37744	Italian Meatballs - 2 oz	80/2 oz
860227	Chicken & Beef Meatballs	320/.5 oz
250591	Chicken & Beef Meatballs	160/1 oz

Scott Popovic

Corporate Chef,
Certified Angus Beef LLC

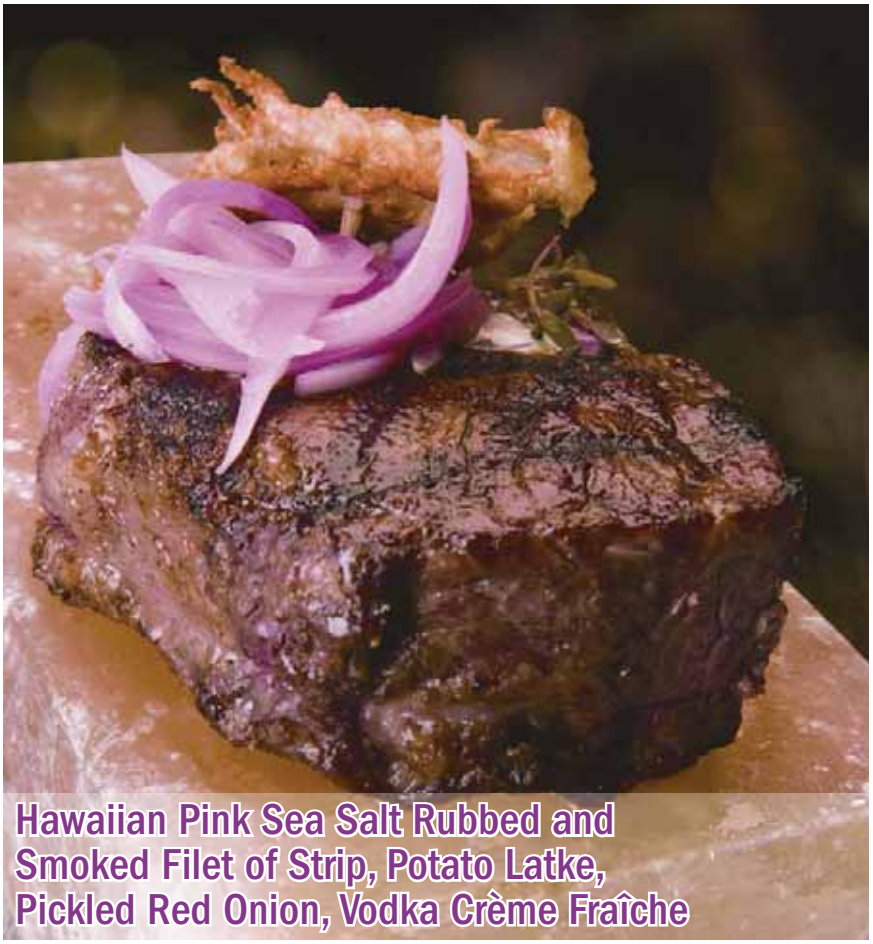
Scott Popovic, a cum laude graduate of the prestigious Johnson and Wales University in Charleston, S.C., has prepared great food in fine restaurants and shares his talents with both peers and consumers. Since 2006, he has been the corporate chef for the *Certified Angus Beef®* brand.

In his role, he shares product information, preparation tips and recipes at special events, food shows and media appearances. He also works closely with chefs throughout the industry to put the original premium brand of beef to work in their kitchens by sharing innovative and profitable meal solutions.

Popovic is well known in the culinary world, particularly in his native Northeast Ohio. He came to the *Certified Angus Beef®* brand with experience at XO Restaurant and Bar, Moxie, the Ritz-Carlton, Fire Food and Drink, N9NE, Aureole and Magnolia's.

Popovic has cooked with many now-famous celebrity chefs: Michael Symon, Charlie Palmer, Jonathan Bennett and Doug Katz, to name a few. He has presented at the James Beard House in New York City, taught hands-on cooking classes and appears often on television and radio.

Recipes provided by Certified Angus Beef LLC



Hawaiian Pink Sea Salt Rubbed and Smoked Filet of Strip, Potato Latke, Pickled Red Onion, Vodka Crème Fraîche

Ingredients
4 8-ounce *Certified Angus Beef ®* filet of strip
12 Potato Latke (see recipe below)
Pickled Red Onion (see recipe below)
Vodka Crème Fraîche (see recipe below)
Hawaiian pink sea salt to taste
Ground pepper to taste

Instructions
1. Rub strips with sea salt and pepper.
2. Hot smoke until desired temperature is achieved.
3. Assemble on plate with Potato Latke, Pickled Red Onion, and Vodka Crème Fraîche.

Yields 4 servings

Potato Latke

Ingredients
2 russet potatoes, peeled and grated
2 tablespoons all purpose flour
2 eggs
1/2 cup canola oil
Salt and pepper to taste

Instructions
1. Combine all ingredients, except oil, in mixing bowl.
2. Heat oil in pan; spoon in enough mixture to create 12 small latke.
3. Press the mixture down and cook until golden brown. Flip and finish cooking.
4. Remove from pan and drain on paper towels.

Yields 12

Pickled Red Onion

Ingredients
1 large red onion, julienned
2 cups apple cider vinegar
1 tablespoon kosher salt
1/4 cup granulated sugar
1/4 cup pickling spice

Instructions
1. In a saucepan, bring vinegar, salt, sugar, and spices to a boil.
2. Add onions and cook. Remove from heat; cool. Remove onions from liquid.
3. Serve onions on potato latke.

Yields 4 servings

Vodka Crème Fraîche

Ingredients
1/2 cup crème fraîche
1 cup vodka, reduced to 1 tablespoon
Salt and pepper to taste

Instructions:
1. Combine all ingredients.

Yields 8 servings

Cranberry Sage Carver

2197.....4/2.5 lb

New Classic Chicken Dinner - moist tender chicken surrounds a classic cranberry & sage bread stuffing.

All cooked from frozen state in preheated oven

NEW!

Signature Supreme Crème Brie

Slices of apples and cranberries with brie, natural cheddar and mozzarella cheeses, lightly seasoned breading

262577.....20/6 oz

238968	Distinctions™ Chicken Breast Wellington	18/9 oz
28978	Home Style Broccoli & Cheese Stuffed Chicken	24/7 oz
38104	Home Style Kiev Stuffed Chicken	24/7 oz
53671	Home Style Cordon Blue Stuffed Chicken	24/7 oz
145346	Home Style Florentine Puff Pastry Stuffed Chicken - stuffed with spinach and swiss and American cheeses	24/7.5 oz
872301	Home Style Petite Broccoli & Cheese Stuffed Chicken - low sodium	36/4 oz
924199	Home Style Petite Cordon Bleu Stuffed Chicken	36/4 oz
2209	Crunchy Chicken Fingers - average 100 count	2/5 lb
31287	Italian Chicken Fingers - average 100 count	2/5 lb

Calavo

The First Name In Avocados

Avocado's Health Benefits!

- No cholesterol.
- No trans fats.
- It's the "good fat" – monounsaturated fat.

Avocados provide more than 25 essential nutrients, including fiber, potassium, Vitamin E, B-vitamins, and folic acid.

So eat more Avocados.

Vegetable Wrap with California Avocado Spread

California Avocado Spread

Mix 2 parts guacamole with 1 part peppercorn-parmesan dressing

More Application Ideas with Calavo Avocados

- Combine guacamole with creamy horseradish sauce and use on roast beef sandwiches
- Use Guacamole Western Style or Spicy in place of mayo on wraps, paninis and sandwiches

998089... Avocado Halves..... 4/3 lb
45257 ..... Avocado Chunky Pulp ..... 12/1 lb
991327 ... Avocado Chunky Pulp ..... 3/6 lb

59652 ..... Guacamole Hot & Spicy..... 12/1 lb
46113 ..... Guacamole Western Style... 12/1 lb
51579 ..... Guacamole Western Style... 3/6 lb

SECRETS OF THE CHAINS

By Sam Roselli
Alliance Food Service,
Account Manager
CIA Graduate
sroselli@afifoods.com

These are the facts; the vaulted little secrets that took months of dogged research, clandestine exchanges of information, masked identities including the author's and risks too numerous to mention, all to bring you, *"The Secrets of The Chains"!*

I hope you didn't believe a word of the preceding paragraph because none of it is true! As a matter of fact, there are no real secrets of the chain restaurants. You can do everything that they can do, possibly with the exception of mounting a National Television and Radio Advertising Campaign, and you can compete quite well with them.

There definitely is a recurring theme here that spans every category that we either talk about in this article or that you determine is relevant to your particular operation(s) **and that theme is training!** You must train your people to do the things necessary to compete with the large chain restaurant because **their success lies in their ability to train their people in every facet of their operations**. Once on a job interview I was asked what the single most important aspect of sanitation in the culinary workplace was to prevent the spread of illness. Now we all know that it is proper hand washing procedures but we learn that through training. So my answer to the question was proper training of your staff in hand washing procedures. The interviewer put his pencil down and looked up at me and said that in 200 interviews a year he had never received that response! Training is that important!

Training will involve time and employees giving time means compensation, so don't forget that part. Schedule training sessions immediately after the end of shifts or immediately before the start of shifts. Get your staff in the habit of training regularly on any and all of the important aspects of your operation. Whether your staff realizes it or not, **training breeds self confidence**, confidence in you and your establishment and organizational skill sets are based on the information you're teaching them. It will make them respect each other and themselves and have them looking forward to their training sessions! **Assign new employees mentors** from existing staff to acclimate them to your way of doing things and you'll make them feel immediately part of the team! Please don't forget that some cross-training and separate training will be necessary as the kitchen staff and the wait staff will not always receive the same training.

Your management must budget the time to develop the training curriculum. Make sure that all training sessions are accompanied by a written handout of the training. Combine the handout into a training booklet that you can distribute and make your staff responsible for. If you have trouble deciding where you will find the time to develop training, you can start by devoting only 20 minutes per day to your ideas. Write them down and carry a pen and paper with you because you never know when an idea could "pop" into your head. Because of the diversity of this magazines' readership I won't get very specific about the exact training that you should do but here are three categories that you need to cover:

You have *advantages* over the chains which include your ability to devise and implement changes immediately, *quicker reaction* to developing situations, and a clearer vision concerning local demographics and your customer base.

SAFETY AND SANITATION This training will involve all of your staff and is arguably **the most important training category**. There are implications here for every staff member in every part of your establishment and you can start by focusing on best practices by listing them, distributing the list and posting them. Make your staff responsible for them. Cover everything from temperature logs on refrigerators in the kitchen to proper lifting methods in the dining rooms. Every single time you get a group of people together for training, safety has to be a part of it!

MARKETING From menu design to interior décor and exterior appearance, this is a very important and diverse category. Don't forget "up-selling" by wait staff which you can encourage by holding tastings at your meetings and offering incentives to top sellers. This is also where you consider external forms of advertising such as print advertising and internet advertising designed to draw patrons into your establishment.

FOOD QUALITY AND CONSISTENCY Begin with the basics here which would be **standardized recipes for all your menu items accompanied by photographs if possible.** Also in this category you can introduce things like production records, waste logs and all other back of the house systems needed including proper receiving and storage procedures and how individual dishes are plated and garnished prior to leaving the kitchen.

True, these are just three categories for training and there are more, but you should develop that yourself based on your specific needs. It is also true that **the chains have teams of people that decide and develop training materials and schedules** but if you are willing to invest the time and effort to develop your own training methods and materials, your rewards will be seen almost instantly! Remember this too, **you have advantages over the chains** also which include your ability to devise and implement changes immediately, quicker reaction to developing situations, and a clearer vision concerning local demographics and your customer base.

So really, what we have talked about here are the "Not So Secrets of the Chains". By using training in all facets of your operation, to level the playing field, not only can you compete with the chains, but you can surpass them! Talk to your Performance Foodservice – AFI representative about ways that we can help!

Safety and Sanitation is arguably the most important training category.

Italian craftsmanship that is legendary for precision, quality and performance.

Barilla. A full line of high-performance pasta.

Since it was first served on a quaint tabletop in Parma, Italy in 1877, *Barilla* pasta has been a benchmark of Italian craftsmanship and performance. With good reason. *Barilla* uses the highest quality ingredients available in a full line of products that assist chefs in meeting their consumer's diverse needs. From semolina to Whole Grain and protein-packed *PLUS*®, *Barilla* consistently outperforms other pastas in taste, texture and appearance. It's also known to cook perfectly every time. That's performance you can count on and precisely why *Barilla* is the #1 brand of pasta in Italy.

For more information and a free sample of *Barilla*® semolina, *Barilla*® Whole Grain, or *Barilla*® *PLUS*®, call 1-866-349-4386.

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Barilla®
The choice of Italy®

The Best of Europe
Available at AFI

EST. 1853
GEVALIA
KAFFE

884541 24/2.5 oz Colombian
884540 24/2.5 oz Colombian Decaf
934259 24/2.5 oz Hazelnut
874204 20/8 oz Medium Roast

Stand Out.
Don't Serve What's on Every Corner.

For FREE Samples Please contact Edward Boock at (267) 994-5105 or edward.boock@kraft.com

TOBLERONE

258631 320/44 oz Toblerone
Swiss Chocolate With Honey and Almond Nougat

A Bite-size Piece of Heaven
Keep it near your register and capture impulse purchases or treat your guests after their meal. A lot of luxury For a small cost.
A great Treat people can't resist.

offer our little pleasures

92% of consumers say appearance and presentation influence their decision to order a dessert.

pipeables

Classic Mousse Variety Pack

2 Chocolate, 1 Vanilla Bean, 1 Lemon,
1 Raspberry, 1 Orange Cream Mousse
231377..... 6/26 oz

Original Cupcake Variety

8 Vanilla Bean, 8 Chocolate on Chocolate,4 Red Velvet, 4 Jelly Roll,4 Peanut Butter Cup, and 4 Lemon Meringue.
255360.....8/4 pack

SWEET STREET DESSERTS

MERCHANDISING IDEA!

"To Go" Cupcake container is actually
a Greenware 9 oz cup positioned upside down.
Greenware Cup: 896684, Fabrikal Lid: 908613

DR. PRAEGER'S®

SENSIBLE FOODS

ALL NATURAL & KOSHER

lightly breaded tilapia fish

no preservatives • low saturated fat • no trans fat

Nutrition Facts	
Serving Size 1 Piece about 4.5 oz (128g)	
Servings Per Container About 35	
Amount Per Serving	
Calories 220	Calories from fat 80
	% Daily Value*
Total Fat 9g	**18%**
Saturated Fat less than 1g	**4%**
Trans Fat 0g	
Cholesterol 25mg	**8%**
Sodium 240mg	**10%**
Total Carbohydrate 20g	**7%**
Dietary Fiber 3g	**13%**
Sugars 3g	
Protein 16g	
Vitamin A 0% • **Vitamin C** 0%	
Calcium 0% • **Iron** 4%	

*Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

264316.....Lightly Breaded Tilapia - frozen.....1/10 lb

ITEM # 264316

Kosher Parve

Made in the USA

NOW AVAILABLE AT:

PERFORMANCE FOODSERVICE – AFI

www.drpraegers.com

HOMEBAKED QUALITY

HERITAGE OVENS™

Everybody **LOVES** the Smell of **Fresh Baked Cookies**

The Profit Builder

It's time! Time to get baking fresh Heritage Oven cookies right in your own restaurant or store - preferably near the counter, or cash register - The overwhelming aromas will penetrate deep into the inner workings of your customers' cookie needs making you look like a hero and a genius. Plus, you'll boost your impulse sales! Just thank the fine people at Heritage Ovens for making the best darn Cookies and simple to use Oven Program in the industry.

Talk to you Performance Foodservice - AFI Sales Representative for more details and get baking today!

PERFORMANCE FOODSERVICE - AFI

800.275.9500

COOKIE DOUGH - 1.5 OZ, 6/36 AVERAGE COUNT

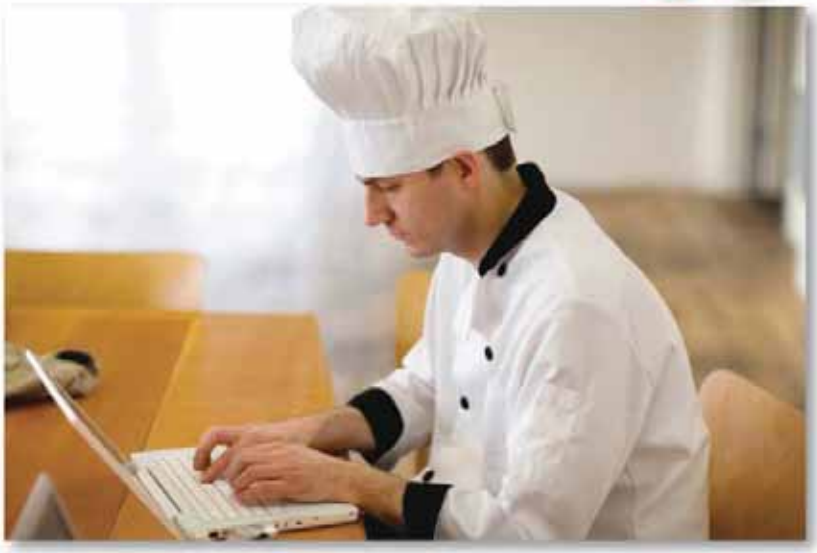
197508 .....Chocolate Chip Cookie Dough
197509 .....Chocolate Chunk Dough Cookie
197513 .....Chocolate Trio Cookie Dough
197512 .....Chunky Peanut Butter Cookie Dough
197514 .....Cranberry Chip Cookie Dough
197510 .....Oatmeal Raisin Cookie Dough
197515 .....Sugar Cookie Dough
197511 .....White Chunk Macadamia Dough Cookie

Technology Improvements

to Help You Manage Your Business

by Audrey Nash
Sales Development Manager
Performance Food Group - AFI
anash@pfgc.com

We have been working hard with our Corporate Office, talented local employees and our technology business partners to bring you information to help you manage your business..



Our customers have spoken and we are listening! Thank you for your thoughts and ideas, Please keep sharing them with us…We welcome your phone calls, personal conversations and e-mails. You may direct this to your Area Manager, District Manager, or Jennifer Curia at ***jcuria@pfgc.com.***

Delivery information: Performance One

Our Area Mangers have "live" and up to date information at their fingertips as to the status of your delivery. We are updated, electronically each time the driver completes a delivery, encounters a problem or is delayed for any reason. Information is POWER – we want to make sure you are kept informed.

Information is POWER – we want to make sure you are kept informed.

Market Conditions and Information:

We are emailing information about how weather conditions and other factors affect the products you use. Please contact ***Kliddell@pfgc.com*** to be added to our email list. Also check our coupons and recipes posted on our website: ***www.pfgc.com/afi***

Performance Direct (On-line order entry)

This technology is available that will allow you to place orders, check stock, get product information and pricing. We are in the process of upgrading our IDS software to include additional functions that will help you manage your inventory, allow you to create a custom order guide in sequence, place orders from multiple order guides at one time and lots of other improvements. Contact your Area Manager for more information on Performance Direct.

NEW FROM
THE KING OF KRAFT
KRAFT
Foodservice
NABISCO
Newtons
Fruit Crisps
Mixed Berry
Newtons
Fruit Crisps
Apple Cinnamon
PLANTERS
TRAIL MIX
FRUIT & NUT
TOBLERONE
TOBLERONE
TOBLERONE
TOBLERONE
EDWARD BOOCK
EDWARD.BOOCK@KRAFT.COM
(NOT AN ACTUAL KING)
256066 - 96 ct. Newton's Fruit Crisps - Mixed Berry
256065 - 96 ct. Newton's Fruit Crisps - Apple Cinnamon
898317 - 72/2 oz Planter's Trail Mix - Fuit & Nut
258631 - 320/.44 oz Toblerone Mini's

AUTHENTIC ITALIAN
NONNI'S®
FAMILY RECIPE
FOODSERVICE

BISCOTTI

ENJOY INCREMENTAL PROFITS TODAY BY OFFERING AMERICA'S NO. 1 BISCOTTI

Why Biscotti?

The biscotti category is booming

- While overall cookie sales are flat,* biscotti is growing
- Driven by consumer demand for premium "treats" and specialty coffee
- A **"better for me"** alternative to doughnuts, pastries and bagels

Biscotti offers food service operators the **ideal compliment** to coffee

- The unique shape, developed centuries ago, is perfect for dunking
- Plus, the premium image can generate higher than average $ ring
- Best of all, less waste than fresh baked goods, due to **longer shelf life** and **individually-wrapped** portions

Why Nonni's?

The Nonni's brand is driving growth in the biscotti category

- The leading brand with consumers

Nonni's features an authentic Italian recipe, handed down over generations

- Only the **finest ingredients**
- Pure wheat flour, real butter and eggs ensure a uniquely light and crunchy texture
- Ideal for dunking or eating all by itself

Nonni's Biscotti…

The perfect complement to… premium coffees… upscale desserts… grab 'n go snacks

Originali

Cioccolati

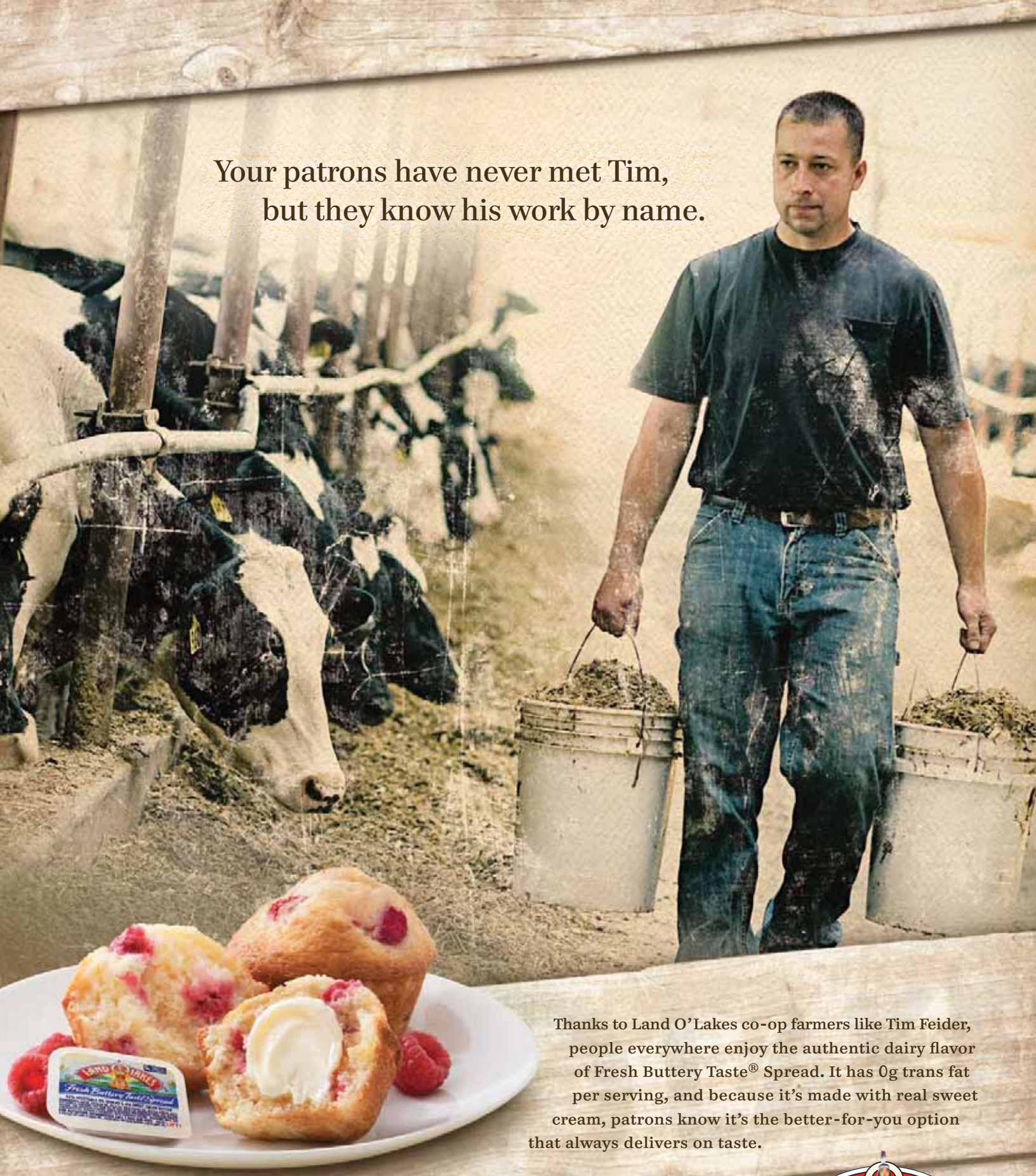
Triple Chocolate

All individually wrapped Biscotti's

67856 ..... Nonni's ..... Original - 6.75" ..... 48/1.08 oz
67893 ..... Nonni's ..... Cioccolati - 6.75" ..... 48/1.2 oz
67897 ..... Nonni's ..... Triple Chocolate - 6.75" ..... 48/1.2 oz

Also Try! Flatbread and Melba Toast

254857 ... JJ Flats ..... Flatbread ..... 12/8 oz
27532 ..... Old London .... Plain Melba Toast..... 360/2 ct



Thanks to Land O'Lakes co-op farmers like Tim Feider, people everywhere enjoy the authentic dairy flavor of Fresh Buttery Taste® Spread. It has 0g trans fat per serving, and because it's made with real sweet cream, patrons know it's the better-for-you option that always delivers on taste.

53271.....Fresh Buttery Taste® Spread.....900/5 gram portion cups
Compare to other National Brands and save!
Go to www.pfgafi.com for $2.50 per case coupon

LAND O LAKES®
FOODSERVICE
Your Passion. Our Promise.®

Contact James Englehardt, Grant Hanson Metro Brokers @ 610-825-5700 ext. 2470 for samples.

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A Tradition of Quality

All European Bakers fresh-frozen breads and rolls have been developed to meet the needs of the foodservice marketplace. That means each delicious variety is specifically formulated to stand up to the rigors of restaurant kitchens and the high standards of a chef. So whether the end result's a creative sandwich or a basket of premium dinner rolls, our fresh-frozen, thaw-and-serve bread products are always the best option for foodservice.

4" Hearth-Baked Corn-Dusted White Kaiser
246694.....96/2.5 oz

Sliced Pullman Wheat Bread (31 Slices)
36898.....8/42 oz

Mini Kaiser Buns - 2.75"
48145.....12/16 ct

Mini Slider Hamburger Buns Sliced, 3.25"
870195.....252/1.6 oz

Garlic Bread in Foil Bag Trans fat free
981859.....20/12 oz

Ciabatta Sandwich Rolls - 4"
865785.....64/3 oz

ALSO TRY!

Hot Dog Buns - 4"	870371	12/16 ct
Rye Bread Sliced	41458	12/16 oz
Sliced Pullman White Bread	36899	8/42 oz

ROMA®

Italian Desserts

Cannoli Cream
232044 .....4/1.5 lb

Cannoli Shells - small
232056.....1/120 ct

Cannoli Shells - large
232062 .....8/6 ct

Tiramisu Trays
Roma.... 231855.....2/4.25 lb

Zabaglione (Italian Custard)
Piancone .....232051..... 2/3 lb

Toasted Almond Crème Cake
Piancone.....231996.....2/4 lb

Latex Allergy Risks in Foodservice

Latex allergy is an allergic reaction to latex proteins and affects around 3 million people in the U.S. The symptoms occur when allergic individuals come in contact with latex or the powder from latex gloves. Natural rubber latex allergens can attach to the cornstarch that it is used in powder gloves and when a user wears the gloves, the cornstarch and proteins can become airborne. If an individual with sensitivity to latex is in the room and inhales it, they may experience an allergic reaction just by being in the room, even if not in direct contact with the gloves. Likewise, **handling food with latex gloves can also transfer the allergens to the food.**

Due to the concerns about allergic reactions, many hospitals are trying to virtually eliminate the rubber-based latex gloves. The foodservice industry is also addressing it with 3 states currently banning latex gloves in foodservice: Arizona, Oregon, and Rhode Island.

There are sites on the internet dedicated to informing latex allergy sufferers with posted and updated lists of what they call "Latex-Free Restaurants" and "Contaminated Restaurants" including random checks to verify continued compliance.

What is the Foodservice Industry doing to minimize exposure? Even though the latex glove manufacturers are working diligently to reduce protein levels and content in the gloves to reduce the risk of exposure, many restaurants are switching to PVC/vinyl or Polyethylene gloves which eliminates the risk of allergic reactions to your employees and patrons.

Polyethylene			
981280	First Mark	Polyethylene Gloves - medium, gauntlet cuff	4/250 ct
981278	First Mark	Polyethylene Gloves - large, gauntlet cuff	4/250 ct
PVC with powder			
240773	Silver Source	Vinyl Gloves - small, light powder	10/100 ct
981308	First Mark	Vinyl Gloves - medium, light powder	4/100 ct
33245	Handgard	Vinyl Gloves - medium, rolled cuff, powder	10/100 ct
981305	First Mark	Vinyl Gloves - large, light powder	4/100 ct
240775	Silver Source	Vinyl Gloves - large, powder	10/100 ct
975916	Handgard	Vinyl Gloves - extra large, light powder	10/100 ct
PVC with no powder			
981330	First Mark	Vinyl Gloves - medium, powder free	4/100 ct
966752	Handgard	Vinyl Gloves - medium, powder free	4/100 ct
915438	Handgard	Vinyl Gloves - large, powder free	4/100 ct
981311	First Mark	Vinyl Gloves - large, powder free	4/100ct

Some latex allergy symptoms may include:

- itching of the skin, the eyes and nose
- skin rash
- coughing
- difficulty breathing
- asthma like symptoms
- in severe allergic reactions anaphylactic shock and/or death can occur

For more information contact Ana Patricia Ramos, V.P. of Regulatory Affairs with Handgards® at 1800-351-8161.

Squeaky Clean.

FIRST Mark™

THE MARK OF QUALITY IN NON-FOOD ESSENTIALS

From Disposables to Detergents...
For quality, performance and value in non-food essentials, operators trust First Mark.™ Every First Mark product is manufactured to exacting specifications and designed to meet the ever-changing needs of the foodservice operator. For the mark of quality in non-food essentials, turn to First Mark.

Exclusively available at Performance Foodservice -AFI.
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PERFORMANCE FOODSERVICE - AFI

EXPLODING A MYTH!!

By Sam Roselli
Alliance Food Service,
Account Manager
CIA Graduate
sroselli@afifoods.com

Did you ever see someone put oil in pasta water? Why do people do that? If you ask them they will tell you they do it to keep the pasta from sticking together. Think about this.

The oil floats on top of the water while the pasta cooks at the bottom of the pot so it's not helping the pasta from sticking together there. When the pasta is ready you pour it out into a colander and the first thing out of the pot is the oil which is then washed down the drain by the boiling water and last out of the pot is the pasta so it's not helping the pasta from sticking together there.

So why do people do that? The origin of adding oil to pasta water developed when most pasta was purchased freshly made from the Italian Grocer and was coated with residual flour from the manufacturing process. Left unchecked, that residual flour would sometimes cause the pot of pasta to boil over and the only way to combat that was to brush off as much flour as possible before the cooking process and/or add a little oil to the water which would keep the pot from boiling over!

So the next time you cook dry or frozen pasta, stir it frequently to keep it from sticking together and save the oil, and your money, for another use!

Otis Spunkmeyer

Make a Lot of Dough

Everyone loves, and can afford, fresh-baked cookies.
You'll be surprised at how they can add to your profitability.

- Frozen pre-portioned cookie dough is ready to bake
- All flavors bake up at the same time and temperature
- 0 grams of fat

Double Chocolate Chip Cookie Dough - trans fat free
999926.....240/1.33 oz

Strong consumer perception of the Otis Spunkmeyer brand and our quality on-trend products translates to repeat purchases.

THAW & SERVE COOKIES

986131 ..... Chocolate Chip ..... 160/2 oz
973361 ..... Chocolate Chunk..... 72/2 oz
973360..... Oatmeal Raisin ..... 72/2 oz
973363..... White Chunk Macadamia Nut .. 72/2 oz

FROZEN COOKIE DOUGH

999924..... Butter Sugar ..... 240/1.33 oz
999927..... Chocolate Chip ..... 240/1.33 oz
978531 ..... Chocolate with Reeses Pieces .. 240/1.33 oz
999926..... Double Chocolate Chip ..... 240/1.33 oz
999925..... Oatmeal Raisin ..... 240/1.33 oz
999923..... Peanut Butter ..... 240/1.33 oz

MUFFINS - BULK PACK

969279..... Banana Nut ..... 24/4 oz
76664..... Chocolate Chip ..... 24/4 oz
970157 ..... Chocolate Chocolate Chip..... 24/4 oz
993580..... Wild Blueberry ..... 24/4 oz

MUFFINS - INDIVIDUALLY WRAPPED

995399..... Blueberry ..... 96/2.25 oz
995402..... Chocolate Chocolate Chip ..... 96/2.25 oz
972991 ..... Wild Blueberry ..... 96/2.25 oz

MUFFINS - WHOLE GRAIN, INDIVIDUALLY WRAPPED

869424..... Apple Cinnamon ..... 72/1.8 oz
861549..... Banana ..... 72/1.8 oz
876171..... Blueberry..... 72/1.8 oz
876129 ..... Chocolate Chip ..... 72/1.8 oz

WAKE UP & SMELL THE COFFEE

Personalize A Beverage Program That Delivers Profits

#951819

FRAC PACKS

951819 ..... 100% Colombian Coffee ..... 84/2.5 oz
951817 ..... Breakfast Coffee Blend ..... 42/2.25 oz
951821 ..... Epicurean Coffee Blend - *Costa Rican, Guatemalan, & Colombian Arabicas* ..... 107/2.25 oz
985531 ..... French Vanilla Coffee ..... 20/2.25 oz
985532 ..... Hazelnut Coffee ..... 20/2.25 oz
951824 ..... Guatemalan Dark Roast Coffee ..... 42/2.75 oz
951818 ..... Decaf Coffee ..... 42/2 oz
985533 ..... Decaf 100% Colombian Coffee ..... 84/2.5 oz

BULK COFFEE

995736 ..... 100% Colombian Coffee - Gem Pack ..... 48/7 oz
951799 ..... 100% Colombian Coffee - Urn Pack ..... 24/14 oz
974724 ..... Decaf Coffee - Urn Pack ..... 24/14 oz

BEANS

985534 ..... Whole Bean - 100% Colombian Coffee ..... 4/5 lb
75733 ..... Whole Bean - Decaf 100% Colombian Coffee ..... 4/5 lb
73624 ..... Whole Bean - Epicurean Coffee Blend - *Costa Rican, Guatemalan, & Colombian Arabica* ..... 4/5 lb

CUPS AND BOWLS

951797 ..... Hot Cup - 12 oz ..... 20/50 ct
951796 ..... Hot Cup - 16 oz ..... 20/50 ct
951776 ..... Lid - 12-20 oz with tear tab ..... 1/1000 ct
951782 ..... Lid - 12-20 oz dome, black ..... 1/1000 ct
962476 ..... Urn Coffee Filter - 18 x 6 ..... 2/250 ct
951775 ..... Glass Decaf Coffee Pot - orange rim ..... 3/1 ct
951773 ..... Glass Regular Coffee Pot - gold rim ..... 3/1 ct

With three generations of coffee experience, J.B. Marshall brings strong brand identity and customer loyalty. Whether you are serving fine dining, family style or catering applications, Vic DiClemente, AFI Beverage Specialist, can create a complete program for you. Contact Vic at 732.581.5863.

Meet Our Assocates

Alvin Cordero

Department: **Warehouse**
Title: **Receiver**
With AFI for: **A year and a half.**
Lives in: **Newark, NJ.**
Family members: **Wife: Clari and Daughter: Destiny.**
Favorite Sports/Teams: **Yankees.**
Describe your job: **I am responsible for checking all inbound deliveries and ensuring of delivery accuracy.**
What's your favorite food? **Arroz Con Gandules.**

Casey Lang

Department: **Inside Sales**
Title: **Customer Service Rep**
With AFI for: **6 months.**
Lives in: **Carteret, NJ.**
Family members: **Children: Maggie - 2 1/2, E.J. - 7 months**
Describe your job: **Doing my very best to assist our sales department and you, our customers.**

Jeff Mills

Department: **Sales**
Title: **Account Manager**
With AFI for: **6 1/2 Years.**
Lives in: **Westchester, NY**
Family members: **His wife and 2 children.**
Describe your job: **My top priority is helping you improve your bottom line with new products, ideas and professional service.**

Congratulations!

Drivers

January 2010

Kirk Faines

Nelson Blanco

William Biondi

Jacek Szeszol

James Lawrence

February 2010

Kirk Faines

Anthony Lofton

Chris McPhillips

William Biondi

Michael Acevedo

Warehouse

January 2010

Senad Jasarevic

Suad Imamovic

February 2010

Bernabe Duarte

Suad Imamovic

NAPKINS

49275	Tork	Beverage Napkins - 10X10", 2 ply, 1/4 fold, white	10/300 ct
871607	First Mark	Beverage Napkins - 9.38X9.38", 1 ply, white	8/500 ct
883817	First Mark	Dinner Napkins - 15X16.25", 2 ply, 1/8 fold, white	8/375 ct
873421	Tork	Dinner Napkins - 15X17", 1 ply, 1/8 fold, white	12/250 ct
881657	Tork	Dinner Napkins - 17X16", 3 ply, 1/8 fold, white	6/290 ct
901518	Tork	Dispenser Napkins - 12X17", 3 ply, 1/8 fold, white	12/500 ct
66923	Tork	Dispenser Napkins - 13X12", 1 ply, 6.5x5 masterfold, natural	12/500 ct
66652	Tork	Dispenser Napkins - 13X12", 1 ply, luxury, white	12/500 ct
158802	First Mark	Dispenser Napkins - 13X12", 1 ply, white	12/500 ct
874698	First Mark	Dispenser Napkins - 6.5X13.5", 1 ply, white	16/625 ct
961355	Xpress	Dispenser Napkins - 8.5X13", 1 ply, 1/4 fold, natural	12/500 ct
75224	Xpress	Dispenser Napkins - 8.5X13", 1 ply, 1/4 fold, white	12/500 ct
29878	Tork	Dispenser Napkins - 9"X12", 1 ply, white	24/334 ct
95779	Tork	Luncheon Napkins - 13X11.5", 1 ply, 1/4 fold, white	12/500 ct

TABLECLOTH

28252	Tork	Tablecloth - 54"X108", 3ply, white	1/20 ct

TISSUES

935667	Tork	Facial Tissue - white, 2 ply	30/100 ct
910448	First Mark	Jumbo Toilet Tissue - 2 ply,	12/1000 ft
882934	Tork	Jumbo Toilet Tissue - 7.36X3.55", 2 ply	12/751 ft
910721	Tork	Toilet Tissue Jumbo Roll Mini Twin Dispenser	1/1 each
852182	First Mark	Toilet Tissue - 4.5X3.75", 2 ply	96/500 ct
871697	Tork	Toilet Tissue - 3.94X3.75", 2 ply, white	36/1000 ct
17406	Tork	Toilet Tissue - 4.5X3.75", 1 ply, white	96/1000 ct

TOWELS

158807	First Mark	Towel Multifold - 1 ply, white	16/250 ct
984775	Tork	Towel Roll - 1 ply, natural	6/700 ft
974812	Tork	Towel Roll - 1 ply, white	6/700 ft
158804	First Mark	Towel Roll - 2 ply, white	30/84 ct
910453	First Mark	Towel Roll - 9x11", household 2 ply, white	12/210 ct
53986	Tork	Towel Roll - non perforated, 7.75", natural	6/800 ft
158806	First Mark	Towels C-Fold - 1 ply, 13x10", white	16/150 ct
877351	Tork	Hand Towel Centerfeed - 9X11.8", 2 ply, white	6/600 ct
995233	Tork	Universal Roll Towel 350 Ft - white	12/350 ft
910451	First Mark	Natural Towel Roll for Dispenser	12/350 ft
878360	Tork	Towel Roll Dispenser - battery operated	1/1 each

PERFORMANCE
FOODSERVICE
Manufacturers' Conference
Spring 2010
Tuesday, March 9, 2010 • 10:00 AM - 5:00 PM
The Embassy Suites Hotel, 455 Plaza Drive, Secaucus, NJ 07094
NOW MORE THAN EVER, YOU CAN'T MISS THIS!

OLD FASHIONED KITCHEN

Creative Ways to Compliment Your Menu

Blueberry Blintz
999438.....144/2.25 oz

Cheese Blintz
999439.....144/2.25 oz

Potato Pancakes
999434.....288/1.3 oz

Potato Cheese Pierogi
999432.....192/1.3 oz

Plain Crepe Shell
6" - .75 oz each
999431.....10/20 each

INSTRUCTIONS:
Remove crepes from freezer and let thaw at room temperature. Slip Sheets divide leafs for easy use.

"Taste the Rhythm of the Islands!"

Golden Krust
CARIBBEAN BAKERY & GRILL

Jamaican Style Patties

Authentic Jamaican Flavor • Economical Appetizer or Late Night Applications • Less Then $1.00 per 5 oz. Portion • Trans Fat Free • Easy To Prep - Just Heat And Serve

Jamaican Style Beef Patties
909041.....50/5 oz

Jamaican Style Vegetable Patties
(Broccoli, Cabbage & Carrot)
898912.....50/5 oz

Less Then $1.00 Per 5 OZ. Portion

Juicy Thirst Quenchers

CLEMENT • PAPPAS

Ruby Kist®

Cans

886336	Apple Juice 100%	12/46 oz
912466	Grapefurit Juice 100%	12/46 oz
922956	Orange Juice 100% - unsweetened	12/46 oz
937810	Grape Juice 100%	12/46 oz
950664	Fancy Prune Juice 100%	12/46 oz
962475	Cranberry Juice Cocktail 10% with vitamins	12/46 oz

Individual Cans

35942	Orange Juice 100%	48/5.5 oz
78144	Grape Juice 100%	48/5.5oz
81406	Apple Juice 100%	48/5.5 oz
81407	Grapefurit Juice 100% - unsweetened	48/5.5 oz
908457	Pineapple Juice 100%	48/5.5 oz

PEPPERIDGE FARM®

Remember what's good.™

100 Calorie Single Serve Snacks

Chocolate Chunk Cookies
Real Dark Chocolate Chunks
60374.....100/.74 oz

Goldfish Cheddar Whole
Grain Crackers
60283.....100/.75oz

Goldfish Pretzels
60284.....100/.81 oz

Soft Baked Oatmeal Raisin
Cookies made with Whole Grains
60380.....100/.81oz

Cookies That Look and Taste Like The Real Thing
Not a Flavored "Crisp"

We offer the "Real Thing"....100% Authentic cookies and crackers made with the same quality and care as the original.

Natural means...nothing artificial or synthetic (including all color additives) has been included in, or added to, a food that would not normally be expected to be in a food.

Campbell's

BRILLIANCE BUTTER FLAVORED OIL

Quality fried food begins with Brilliance Shortenings & Oils.

BRILLIANCE®
PREMIUM SHORTENINGS & OILS

Brilliance Philosophy

Brilliance Premium Shortenings & Oils are designed to produce crisp, golden brown, full flavored foods while offering high performance fry life. Each of our oils show the exceptional ability to enhance the natural flavors of your menu items, providing brilliant results for all of your cooking needs. Quality fried food begins with Brilliance Shortenings & Oils.

Brilliance Buttery Flavored Oil

Brilliance Buttery Flavored Oil is designed to replace liquid butter in all applications. This smart substitute contains zero grams of trans fat per serving and boasts easy to use, cost effective packaging. Its shelf stable formula performs as well or better than comparable national and distributor brand butter flavored oils.

Target Markets

- Operators looking for the rich taste and functionality of butter at the lowest cost.
- Operators with limited cooler space.
- Operators that make their own sauces.
- Restaurants, hospitals, schools, cafeterias, hotels.

Brilliance Liquid Butter Substitute Uses

- Hollandaise sauce.
- Wing sauce.
- Buttery spread for toasted breads.
- Butter flavored topping for vegetables, potatoes and popcorn.
- Pre-bake biscuit topping.
- Pre-bake pizza crust topping
- Seafood dip.
- Sauté – vegetables, eggs, omelets.
- Sauces & Gravies.
- Baking pan release.

PERFORMANCE FOODSERVICE – AFI

55703	Clear Premium Frying Oil	1/35 LB
55704	Creamy Liquid Soy Shortening	1/35 LB
875040	Corn Canola Oil Blend - TFF	1/35 LB
875041	Buttery Flavored Oil - TFF	4/1 GAL
952860	TFF Clear Zero Canola Shortening TFF	1/35 LB